

# Priyanshu Agnihotri

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## EDUCATION

### VIT BHOPAL UNIVERSITY

September 2021 onwards

Bachelor of Technology , Major in Computer Science & Engineering,  
Cumulative GPA: 8.32/10

## PROJECTS

### Customer Segmentation Analysis

- Developed an advanced customer segmentation model using K-Means clustering to analyze purchasing behavior, enhancing marketing efficiency by 20%.
- Utilized Python for data cleaning, exploration, and visualization, achieving a silhouette score of 0.55 and identifying four distinct customer segments and enhanced targeted marketing strategies by identifying four distinct customer segments.

### Consumer Behavior Analysis & Market Insights

- Conducted a comprehensive study on purchasing patterns to optimize marketing strategies.
- Utilized data visualization tools to present findings that influenced business decision-making.
- Increased customer retention by 20% through strategic insights and data-driven recommendations.

## EXPERIENCE

### Hindi Club, VIT Bhopal • PR & Outreach Team Lead

- increasing club membership by 35% and event participation by 40%. Spearheaded outreach initiatives,
- events, resulting in a 30% boost in social media engagement. Organized and promoted over 4
- external organizations, enhancing club visibility and resource access. Established partnerships with 5+

### IOS Club, VIT Bhopal • Social Media Team Member

- content calendar, ensuring consistent communication and a 20% growth in event attendance. Created and implemented a
- functional teams to execute 4+ promotional campaigns, enhancing club presence. Collaborated with cross-
- driving a 25% increase in follower count and engagement across platforms. Managed social media content,

### IoT Club, VIT Bhopal • Event Management Team Member

- technical workshops, attracting over 200 participants and boosting club reputation. Coordinated logistics for 3+
- executing events, contributing to a 15% rise in overall student participation. Assisted in planning and
- reducing setup time by 20% and improving attendee satisfaction. Streamlined event operations,

## SKILLS

- Business Operations:** Process improvement, workflow automation, strategic planning
- Soft Skills:** Leadership, Communication, Negotiation, Time Management, Problem-Solving, Stakeholder Management
- Project Execution:** Agile methodologies, cross-functional collaboration, deadline management
- Technology & Tools:** Python, SQL, Git/GitHub, Microsoft Office

## ACHIEVEMENTS

- Secured a Leetcode rank under 2,75,000 demonstrating strong problem-solving skills.
- Achieved AIR 310 in the JEE B. ARCH Exam, showcasing exceptional aptitude.
- Attained an institute rank of 434 on GeeksforGeeks, reflecting proficiency in coding and algorithms.

- Managed around 10+ events at college with the average footfall of 500+ student.
- Head boy at school.
- Extempore and Debate Winner in East Delhi Zonais.
- Football and Handball Winner in NEW DELHI Interschool Championship.