# EDUCATION

***VIT BHOPAL UNIVERSITY***

Priyanshu Agnihotri

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*September 2021 onwards*

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

# PROJECTS

### *Consumer Behavior Analysis & Market Insights*| *Python, Pandas, NumPy, Matplotlib, Seaborn*

### 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..

***Customer Segmentation Analysis* |** *Python, Jupyter Notebook, Scikit-learn*

* 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.

## EXPERIENCE

***PR & Outreach Team Lead*** • ***Hindi Club , VIT Bhopal*** *08/2023 –09/2024*

* Spearheaded outreach initiatives, increasing club membership by 35% and event participation by 40%.
* Organized and promoted over 4 events, resulting in a 30% boost in social media engagement. Established partnerships with 5+ external organizations, enhancing club visibility and resource access.
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***Oasis InfoByte, New Delhi*** • ***Data Analyst (INTERN)*** *06/2024 - 07/2024*

* Analyzed Google Play Store data to understand app market dynamics, employing data cleaning and visualization techniques to derive actionable insights.
* Conducted exploratory data analysis (EDA) on retail sales data, identifying patterns and trends to optimize inventory and marketing strategies for retail clients.
* Led customer segmentation analysis for an e-commerce company, utilizing clustering algorithms to group customers based on behavior and purchase patterns, thereby improving targeted marketing efforts.

## SKILLS

**Languages:** Python, C++, PHP, HTML/CSS, SQL(MySQL)

**Technologies:** Data Structures & Algorithms, Machine Learning, TensorFlow, Keras , Jupyter, MongoDB, PowerBI

**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

**Developer Tools:** GitHub, VS Code, Anaconda, 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

## CERTIFICATIONS

* AWS Certified Cloud Practitioner , Amazon MERN Full Stack.
* MERN Full Stack , Ethnus.
* AI Engineering Professional Certificate, IBM