

# Shourya Agarwal

## EDUCATION

### Northwestern University

**Expected Graduation:** June 2022

**Major:** Industrial Engineering and Management Sciences | **Minors:** Data Science, Computer Science, Business Institutions

**GPA:** 3.34/4.00 | **Major GPA:** 3.7/4.0

**Technical:** Python, R, HTML/CSS/JS, AMPL, SQL, C++, MatLab, Dr.Racket, Microsoft Office (Excel, Word, PowerPoint)

## RELEVANT EXPERIENCE

### Product Management and Analyst Intern | DB Digital News App, Bhopal, India

June 2020 – Aug 2020

- Conducted data analysis on user traffic data by creating SQL/custom queries in Metabase, Mixpanel to understand consumption and behavior patterns within the app to evaluate the KPIs, resulting increase in DAU to 3 million users
- Interviewed content creators to document their workflow and performed A/B testing with 2-3 variants of same articles to experiment with different writing styles for the content creator
- Worked with Marketing, Content and Product team to create a content strategy report and a better data interpretation method for the content team to increase Engagement score by 20%

### Research Analyst Intern | ICICI Prudential Asset Management Company, Mumbai, India

Jul 2019 – Aug 2019

- Conducted industry research and critically analyzed several 20-page market reports on the Power, Media and Telecom sector to create a Investment Strategy Report for fund managers
- Analyzed top industry stocks by modelling their performance using Excel and created 2 reports using given parameters to suggest potential investment opportunities for fund managers

### Product Development and Team Manager | Kids In Danger, Evanston, IL

Apr 2019 – Jun 2019

- Conceptualized, designed and built 2 functioning prototypes: a safer, 67% more efficient and accessible version of Lazy Susan and a 50% cheaper safety belt for strollers with visual cues
- Led the product development strategy and collaborated in 3-member teams to execute the prototypes
- Designed and manufactured models using SolidWorks; conducted prototype user testing on 10 users

### Sales and Marketing Intern | Dainik Bhaskar Group, Mumbai, India

Jun 2017 – Jul 2019

- Devised and created 4 design briefs for client Indian Oil's ad campaign resulting in advertising revenue worth \$0.7M
- Developed a marketing strategy to increasing circulation by 5%; surveyed 120 households to see reader satisfaction

## LEADERSHIP EXPERIENCE

### Technical Program Manager & Outreach Chair | Institute of Electrical and Electronics Engineers, Evanston, IL

Present

- Designed and prototyped a student financing app using React.JS to help college students with budgeting
- Created execution strategy and organized WebHacX Hackathon for 30 Northwestern student participants

### Winner and Project Manager | THINK Chicago Civic Tech Challenge, Chicago, IL

Sept 2020 – Oct 2020

- Selected as one of 300 students to develop a strategy for the Mayor of Chicago to support small businesses to open shop during Covid-19 by leveraging technology and access to data;
- Won 2<sup>nd</sup> Prize with team of 3 for our presentation on a platform that enables neighborhood businesses to connect with the community to improve sales using data analytics and provide employment to low-skilled workers

### Product Designer and Manufacturer | NU BAJA SAE, , Evanston, IL

Oct 2019 – Present

- Designed car suspension parts, steering link and front upright, using SolidWorks
- Manufactured the designed components and assembled suspension frame for the NU Baja 2020 Race Car

### Founder | Young Innovation Awards, Mumbai, India

Jun 2017 – May 2018

- Planned and Organized an initiative to help startup ideas in India receive funding
- Received 90 entrees from 23 Cities; awarded Top 5 teams opportunity of \$200,000 in funding from Venture Capitalists

## ACTIVITIES

### Captain, Vice President | Northwestern Club Cricket Team, , Evanston, IL.

Oct 2018 – Present

### Shop Trainer | Northwestern Engineering Shop, Evanston, IL

Oct 2019 – Present

### Executive Committee Member | International Students Association, Evanston, IL

Oct 2018 – Oct 2019

**Involvement:** Northwestern Outing Club, Northwestern Business Bootcamp, Northwestern Catalyser

## ADDITIONAL

**Relevant Courses:** Python – Data Structures, R for Data Science, SQL, MatLab, C++, , SolidWorks, Multivariable Calculus, Optimization using AMPL, Event Simulation using Simio and @Risk, Human Computer Interaction

**Interests:** Wildlife and Food Photography, Quick Math Puzzles, Cars, Reading, playing FIFA, Acoustic Guitar