

Srishti Gupta | Data Analyst | Content Strategist | Machine Learning Enthusiast
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EDUCATION

University of Petroleum and Energy Studies, Dehradun
B.Tech in CSE in Artificial Intelligence and Machine Learning | GPA: 8.5/10 | **2022 – Present**
Relevant Coursework: Machine Learning, Deep Learning, MySQL, Web Development, OOP, Procedural Programming, Probability, Discrete Mathematics , Transfer Learning
The HDFC School, Gurgaon
CBSE (Science - PCM+Biology) | 12th grade- 93.2% |10th Grade: 97.2% | **2018-2022**
• Head Girl | Awarded 60% Scholarship (2 years)

PROFESSIONAL EXPERIENCE

- 1.Ciesta Techno Global – Content Writing Intern

Aug 2023 – Oct 2023

 - Published 200+ articles in 3 months, increasing organic reach by 35% through strategic keyword placement.
 - Optimized articles through strategic keyword integration, increasing average session duration by 15%, including technical writing.
- 2.All India Citizens Alliance for Progress and Development (NGO) – Social Intern

Jun 2023 – Jul 2023

 - Conducted education sessions for 30+ underprivileged students, improving literacy engagement.
 - Designed campaign visuals and managed outreach content, increasing volunteer participation by 20%.
3. Junior Data Analyst and Social Media Manager at Cybersec:

May2024-July2024

 - Developed 5+ data models and analyzed cybersecurity logs (pcap files), aiding in early detection of threats.
 - Held client strategy meetings, helping identify cybersecurity needs and boosting lead conversion by 15%.
 - Increased engagement by 30% and follower count by 25% through platform-specific content strategies.
4. Data Analyst Intern at O2 Analytics

Feb 2025-Jun 2025

 - Performed data analysis using machine learning techniques, identifying key patterns that improved decision-making accuracy by 25%.
 - Preprocessed and transformed datasets using Python libraries (Pandas, NumPy, Scikit-learn), reducing data cleaning time by 30%.
 - Built and deployed ML models for Churn Prediction and Credit Risk Analysis, achieving 80%+ model accuracy and supporting risk mitigation strategies.
 - Working on Agentic AI, and have created 7 ai agents based on different use cases using Crew AI.
 - Worked on 2 client projects to develop AI models and perform analysis.
5. Full Stack Intern At Groove Innovations

June 2025- Present

 - Learning AI and Marketing tools (GA4, Botpress, etc.)
 - Developed an AI Agent used for Marketing purposes like Email Automation, LinkedIn Integration etc.
 - Frameworks- Langchain, Langraph, CrewAI, React, Streamlit.

SKILLS :
• **Programming Languages & Tools:** Python, Java, C, JavaScript, HTML, CSS, MySQL, NodeJS, AngularJS, PyCharm
• **Machine Learning & Data Tools:** Scikit-learn, NumPy, Pandas, Matplotlib, MongoDB, Tensorflow, PyTorch, LLMs, Agentic AI
• **Additional Skills:** Marketing Analysis, Digital Marketing, Influencer Marketing, Blogging, Podcasting, Social Media Management, Technical Writing

PROJECTS:

- Movie Recommender System | Python, ML, Pandas, Scikit-learn, PyCharm**
• Built a personalized movie recommendation engine using TMDB dataset.
• Performed data preprocessing, EDA, and model optimization.
• Designed a front-end interface using PyCharm; deployed on web (in process).
• Project achieved 85%+ recommendation relevance during internal testing.
GitHub: [Movie Recommender System](#)
- Infirmiry Management System | Java Swing, MySQL**
• Automated health record management, reducing paperwork by 80%.
• Implemented secure database with search functionality and UI features.
- Churn Prediction Model | Python, Logistic Regression, Random Forest**
• Built a churn prediction model using logistic regression and random forest algorithms.
• Performed data preprocessing and model evaluation using Python libraries.
• Visualized key insights and model performance using Tableau and Power BI.