

Rishabh Sood

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EDUCATION

Punjab Engineering College

Bachelor of Technology, Electrical Engineering

CGPA: 6.25

Indian Institute of Technology Madras (IITM)

Bachelor of Science, Data Science and Applications

CGPA: 7.13

Guru Nanak Khalsa Sr Sec School

CBSE XII

Grade: 84.8%

Manav Mangal High School

CBSE X

Grade: 90.8%

PROJECTS

Analyzing Data for Usage Patterns of Cyclistic Bike-Share Program

- Conducted **in-depth analysis of 12 months** of Cyclistic bike-share data to compare behaviors of casual riders and annual members, focusing on usage patterns and trends.
- Utilized SQL, R, Excel and Tableau for data cleaning, processing, and analysis.
- **Identified patterns** in ride length and day-of-week usage, recommending targeted digital campaigns to drive conversions.
- Suggested weekend promotions, loyalty rewards, and dynamic pricing strategies to **optimize marketing efforts** and increase membership conversions.

Data Analyst Portfolio Project

- **Extracted and analyzed large datasets** using **SQL and Power BI** to identify key trends and customer segments.
- Developed **interactive dashboards** and visualizations, providing insights into customer segmentation, conversion rates, and campaign performance.
- Identified high-value target audiences by analyzing purchase behavior, product preferences, and engagement levels, leading to more **focused marketing strategies**.

Autonomous Drone | IITM Flipkart Grid 4.0

- Finalist at Flipkart Grid 4.0 held at IITM.
- **Implemented color detection** and coordinate identification algorithms using OpenCV, NumPy, and Python.
- Designed and implemented a PID-based control loop for precision navigation.

SKILLS

Languages: Python, R, C++

Developer Tools: Tableau, Power BI, Git, VS Code, Jupyter Notebook, SQL

Libraries: Pandas, NumPy, Matplotlib, Scikit-Learn

ACHIEVEMENTS

- **Certificate of Achievement** from the **Director** for achievement in Technical fields
- **1st place** in the IEEE PEC Hackathon out of **over 25 teams**
- Secured **2nd prize** at Drone-Tech IIT-BHU out of more than 20 teams
- **Finalist** at Flipkart Grid 4.0 held at IITM from **over 100+ teams**
- **Top 10** in National Level Hackathon held at IIT-BHU

POSITION OF RESPONSIBILITY

- Current **Creative Head** for Robotics Society
- **Creative Sub-Head** for Robotics Society in 2nd year
- Event Head for **RoboSoccer** in PECFEST