

AMIT KUMAR

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Portfolio: [Amit2204](#) | Leetcode: [Amitkumar_2204](#) | Github: [Akumar2204](#)

2K21/SE/028

EDUCATION

B.Tech. (Software Engineering)	2021-2025	Delhi Technological University, New Delhi	7.29 CGPA
XII (PCM), CBSE	2020	Kendriya Vidyalaya AFS Tuglakabad, New Delhi	76.8%
X, CBSE	2018	Sona Modern Public School, New Delhi	73.0%

ACADEMIC PROJECT

- Hotel Booking Cancellation (Data Analytics Project)** [Live Link](#)
 - Goal:** - Analyses hotel booking cancellations using Excel charts and slicers for dynamic data exploration.
 - About:** - Dataset includes booking details, customer info, lead time, and cancellation reasons.
 - Tools:** - This project uses **Excel** to reveal trends and insights through data analysis and visualization.
 - How to Explore the Data:** - Download the Excel file, use slicers to filter data, and explore key trends.
- E-commerce Data Analysis with Python and SQL** [Live Link](#)
 - Analyzed 10,000+ sales records to uncover 15% revenue growth trends and improve retention by 12%.
 - Used SQL for data extraction and Python to create 10+ visualizations, highlighting key products.
 - Delivered actionable insights to optimize seller performance and drive business growth.
 - Conducted end-to-end analysis to enhance customer retention strategies and improve decision-making processes.
- Revenue Analysis for AtliQ Grands** [Live Link](#)
 - Analyzed 5,000+ booking records to provide actionable insights, improving market share.
 - Created a Power BI dashboard with multiple charts and DAX-driven metrics to visualize key data and trends.
 - Delivered strategic recommendations, optimizing pricing and increasing profitability by 10%.
 - Supported decision-making with real-time data visualization, enhancing business strategy.

EXPERIENCE

- Senior Counselling Strategist & Team Leader | EDUZONE CLASSES | June 2021 – July 2024** [Certificate](#)
 - Guided 50+ students through JEE Mains/Advance counselling for informed college decisions.
 - Led a 5-member team, securing top-choice colleges for 40+ students via JAC, JOSAA, and IPU processes.
 - Streamlined counselling strategies, improving student placements and satisfaction.
- Video Editor | Kayroz Media | June 2022 – Aug 2022** [Certificate](#)
 - Edited 50+ hours of video content for international clients, improving visual quality and engagement.
 - Enhanced content appeal within a 2-month role, contributing to client satisfaction and project success.
- Studio Manager & Content Manager | EDUZONE CLASSES | May 2023 – Aug 2023** [Certificate](#)
 - Launched the institute's online brand presence, driving visibility and engagement.
 - Achieved 100k+ YouTube views, 500+ subscribers in one month, and grew Instagram following from 0 to 1k.
 - Led online marketing campaigns with Google Ads, YouTube Ads, and Instagram, boosting brand recognition and audience engagement.

OTHER INFORMATION

- Programming Languages:** HTML, CSS, JavaScript, C, C++, SQL, Python (NumPy, Pandas, Matplotlib, Seaborn).
- Tools:** Git, Github, VSCode, Power BI, MS Excel (formulas, pivot tables, visualization), MS word, MS PowerPoint.
- Skills:** Basic Data Analysis, Project Management, Good Communication, Basic Graphic Design, Guesstimates.
- Certifications:** *Project Management Foundations, Basics of C++, Data structure and algorithm, Oops in C++*
- Additional software & skills:** Figma, Adobe Premiere Pro, Whimsical, After effects, Photoshop, Canva.
- Hobbies/ Interests:** playing Guitar, Song Writing, Swimming, making online content (YouTube (40k views), Insta reel (80k views)), Script Writing, Video Editing.

POSITIONS OF RESPONSIBILITY

- Chairperson - Digital Media & Outreach | Rotaract Club of DTU Regency** - Rotaract clubs work globally to promote peace and understanding through community service and friendship initiatives.
 - Led Diwali Mela, raising INR 51,000 for Can Support, and organized a Mega Donation Drive with the Turkish Embassy, collecting 60+ kg of donations and INR 20,000.
 - Organized a high-impact fundraiser event for Can Support, attracting 35K+ attendees.
 - Directed 4 online campaigns and a team of 3 designers, boosting social media reach by 13%.
- Mentor, Desh Ke Mentor Programme (Dec '21 - Mar '22)** - Mentored 4 students in adapting to their field of study, facilitating academic support through online meetings, and maintaining strong rapport.