Ayush Gupta

Masters in Business Administration
Indian Institute of Technology, Kanpur

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EDUCATION

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
M.B.A.	Indian Institute of Technology, Kanpur	8.52(Aggregate)	2026
B.Tech., CSE	M.A.K.A.U.T.	9.07	2022
Senior Secondary	C.B.S.E.	83.40%	2018
Secondary	C.B.S.E.	8.8	2016

EXPERIENCE

- **Give Grants** — *July 2025 - present*
  Product Intern — Remote
  - Designed and developed impact dashboards showcasing the outcomes of CSR projects, enabling stakeholders to track and evaluate project effectiveness.
  - Analyzed UI/UX workflows and recommended improvements, enhancing product usability experience.
  - Created Figma designs, product documentation, and feature specifications, supporting cross-functional teams in product development.
  - Assigned to lead the end-to-end development of a Power Apps product, taking ownership from design to deployment.

- **Axtria Ingenious Insights** — *May 2025 - present*
  MBA Summer Campus Intern — Noida, India
  - Analyzed large-scale pharmaceutical commercial sales datasets to deliver business insights supporting strategic decision-making.
  - Designed and supported persona-based dashboards (CE & OPS, NPS) with KPIs, filters, and data quality checks, enhancing reporting efficiency and accuracy.
  - Developed a comprehensive data model of employees, field force, and territory hierarchies, enabling scalable analysis and streamlined commercial operations.
  - Contributed to and presented strategic PoVs (e.g., Retail vs. Non-Retail Sales Data, Access vs. Affordability in Emerging Markets) to Directors and Sr. Directors, gaining recognition for clarity and impact.

- **Cognizant Technology Solutions India Pvt. Ltd.** — *September 2022 - July 2024*
  Programmer Analyst — Kolkata, India
  - Developed Menu Day Parting and Dynamic Menu features for KFC, driving a 10& sales and profit boost via optimized visibility and time-based promotions.
  - Optimized backend logic and fixed 100+ critical bugs, cutting downtime by 20% and improving API response by 30%.
  - Led 5+ Agile projects via JIRA, collaborating with a 20-member team, reducing sprint timelines by 20%.
  - Trained and onboarded 6 analysts, enabling 100% independent delivery within 6 weeks through structured training and simulations.
  - Coordinated with global teams (AU, IN, CA, SA, JP) to deliver 15+ features under budget, increasing user satisfaction by 20%.

- **TuTeck Technologies** — *Sep 2021 - Feb 2022*
  Product Consultant Intern — Remote
  - Worked on EdukkaSEN - A project for SEN Children for better learning through interactive 3D modeling.
  - Developed various interactive 3D models using THREE JS for interactive learning.
  - Managed team and engaged in Client calls to seamless delivery of modular application

PROJECTS

- **MBA Batch Profile Web Portal: [Interactive Website for Batch Profile]** *June 2025*
  Tools: [HTML, CSS, JavaScript, Excel]
  - Designed and developed a comprehensive web platform showcasing student profiles and resumes for the entire MBA batch, featuring dynamic filters (CGPA, work-ex, interests, etc.) and Excel export for shortlisted candidates. Enabled internal committees to streamline recruiter interactions and improve placement process efficiency..

- **GroDoor: [Hyperlocal Retail Grocery Delivery App]** *Feb 2022 - May 2022*
  Tools: [React, Javascript, MySQL, PHP, Figma]
  - Developed a full-stack Web App as part of the final year Projectin UG, which provided a solution to declining sales of Local Grocery Stores by connecting Kirana stores to customers in a radius of 5 Km using phone Geolocation to deliver their Groceries online.

- **Chromatic Pens: [Web-App converts B&W image to Colored using ML model]** *March 2021*
  Tools: [Machine Learning, Python, HTML, CSS, JQuery]
  - A web app using Python flask that converts the black and white images to color with High Precision using a pre-trained Machine Learning Model. With an interacting UI using JQuery.

SKILLS

- **Technical Skills**: SQL, Python, C++, Excel, C#, .NET, AWS, Machine Learning
- **Management Skills**: Marketing, Consulting, Project Management, Six Sigma, Supply Chain Management, KPI Reporting, Business Process Optimization
- **Tools**: JIRA, Visual Studio, Figma, Power BI, Visual Studio, Git/GitHub, Microsoft Office, Postman

CERTIFICATIONS

- **AWS Certified Cloud Practitioner**, Amazon Web Services *Oct 2023*
- **Microsoft Power BI Desktop for Business Intelligence**, Udemy *Aug 2025*
- **Learning SQL Programming**, LinkedIn *Dec 2020*
- **Google IT Support Specialization**, Google *Dec 2020*
- **Learning Python**, LinkedIn *Dec 2020*

ACHIEVEMENTS

- 1st Runner-up in FULCRUM 2024- A national level case competition on Consulting organized by XLRI
- Secured 2nd Runner-up in the MacroMastery Challenge, a national case competition by IIM Rohtak
- Silver Award at Cognizant

POSITIONS OF RESPONSIBILITY

- **Secretary**, *E-Cell, IITK*
  Oct 2024 - Present
- **Capstone Committee Coordinator**, *Capstone Committee, IITK*
  Sep 2024 - Present
- **Tech Club President**, *Tech-o-nicks Club, CGEC*
  Apr 2020 - Oct 2021

PUBLICATIONS

- **Hybrid Computational Intelligent Systems – Modeling, Simulation, and Optimization**
  CRC Press
  - Worked and presented a Research Paper at an International conference ICRCICN related to Machine Learning, which was later published as a chapter in a book.

INTEREST AND HOBBIES

Travelling   Networking   Gardening   Cooking