

BHUVANYU GEEL

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Education

Vellore Institute of Technology , Bhopal

Bachelor of Technology

Majorin Computer Science and Engineering

Current CGPA: 8.76/10.00

Relevant Coursework: Data Analysis and Visualization, Statistical Modeling, Business Analytics, Artificial Intelligence, Machine Learning, Database Management Systems, Market Research and Competitive Analysis

Madhya Pradesh, India

Expected May 2026

Work Experience

YBI Foundation

Data Analytics Intern

Remote

Dec 2024 – Feb 2025

- Delivered 5+ strategic growth insights by leveraging user interview data and segmentation, directly shaping product roadmap and enhancing market positioning; automated key reporting processes, boosting team productivity by 15% and reducing data handling time.
- Effectively translated complex analytical results into actionable product improvements and informed business strategy through 15+ stakeholder presentations, driving data-driven decision making.

National Research Group

Market Research Extern

Remote

Feb 2024 – Mar 2024

- Analyzed and synthesized data from 20+ industry reports and competitor analyses to identify emerging market trends and present key findings to the senior research team.
- Assisted in developing a client-facing research report by cleaning, processing, and visualizing quantitative survey data to support strategic recommendations on consumer behavior.

Brains and Motions Education

Customer Discovery Extern

Remote

Feb 2024 – Mar 2024

- Conducted 30+ user interviews, applied segmentation, and delivered 15+ data-driven presentations, driving 5+ strategic growth insights and actionable product decisions.
- Defined product enhancements and automated reporting workflows, reducing data processing time by 20% and improving team productivity by 15%.

Projects & Case Study

Case Study: Smart City Transport Optimization Using AI-Driven Business Intelligence

May 2025

- Led the implementation of an AI-driven business intelligence solution that reduced average passenger wait times by 18–25% during peak hours and increased off-peak ridership by 10–15%, yielding operational cost savings of \$7.5M annually.
- Enabled a data-driven strategy that decreased city transport-related CO₂ emissions by 10–18% and significantly improved commuter satisfaction for a large metropolitan transit system.

Customer Behavior and Market Trends Analysis

Dec 2024

- Performed comprehensive exploratory data analysis (EDA) on a large-scale dataset encompassing 20,000+ restaurant records across multiple metropolitan areas, extracting critical insights into rating distributions, cost structures, and cuisine prevalence to inform strategic business decisions.
- Leveraged advanced statistical techniques and data visualization to uncover key performance indicators (KPIs), including identification of top-performing cities and dominant cuisine segments, enabling targeted recommendations to enhance customer satisfaction, optimize pricing strategies, and expand market share effectively.

Customer Sentiment Prediction on Product Reviews

Oct 2024

- Developed and deployed machine learning models (SVM, SGD Classifier) to classify sentiment on a dataset of 71,044 product reviews, achieving high accuracy in categorizing 'Unhappy,' 'OK,' and 'Happy' sentiments.
- Engineered robust TF-IDF features and optimized preprocessing steps, enabling actionable insights that helped e-commerce stakeholders track customer satisfaction trends.

Extra Curricular

Publications & Patents : Co-Author research paper “Predicting E. coli Presence and Resistance in Environmental Samples Using Machine Learning Models” (Accepted – African Journal of Biomedical Research, Aug 2025) and holder of Indian Patent (Apr 2024) for an innovative 360-Degree Air Cooler Design enhancing energy efficiency and airflow distribution.

Technical Skills: Advanced Excel, HubSpot CRM, AI Tools (ChatGPT, Claude, n8n), Tableau, Power BI, Workflow Automation

Business & Strategy Skills: Market Research, Competitive Analysis, Reporting & Dashboarding, Business Intelligence, Sales Pipeline Management, Stakeholder Communication

Soft Skills: Analytical Thinking, Curiosity & Agility, Cross-Functional Collaboration, Strong Communication, Problem-Solving

Certifications & Training: Salesforce Certified AI Associate, Salesforce Certified Agentforce Specialist

Awards: ZSCampus Beats Hackathon among Selected Top 121 Teams (2025), Harbingar RBI Hackathon Top 11 Teams (2024)