BHUVANYU GEEL

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Education

Vellore Institute of Technology , Bhopal **Madhya Pradesh, India**
Bachelor of Technology Expected May 2026
Major in 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

Work Experience

YBI Foundation Remote
Data Analytics Intern 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 Remote
Market Research Extern 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 Remote
Customer Discovery Extern 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 CO_2 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, SGDClassifier) 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-Authored 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 ,Foundations of Digital Marketing and E-commerce , Google
Awards: ZSCampus Beats Hackathon among Selected Top 121 Teams (2025) , Harbingar RBI Hackathon Top 11 Teams (2024)