

# Divya Agarwal

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## ABOUT ME

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I am a passionate fresher with a keen interest in growth marketing and user engagement. Eager to apply my skills in data analysis and marketing to drive product adoption and contribute to business growth as a Growth Intern.

## EDUCATION

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### Vellore Institute of Technology

B.Tech in Computer Science with Specialization in AIML, CGPA: 8.46

Bhopal, India

Aug 2021 – May 2025

### S.D Vidya Mandir

High School, 91.4% (2019-2020) | Matriculation, 90% (2017-2018)

Haryana, India

## TECHNICAL SKILLS

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Data analysis (Excel, SQL, Python), Marketing tools (Google Analytics), Campaign Management, Business Intelligence (Power BI), MySQL, cross-functional collaboration

## EXPERIENCE

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### PHN Technologies Pvt Ltd | Digital Marketing Intern

Apr 2023 – Jun 2023

- Curated a social media marketing plan for a coffee shop to enhance brand engagement and customer outreach
- Prepared a report analyzing various marketing strategies used by Boat, focusing on their effectiveness and impact

### Sona Enterprises | E-Commerce Intern

Jan 2024 – Feb 2024

- Managed the organization's India Mart page by listing and optimizing products to increase visibility and customer reach
- Handled product listings and ensured their accuracy to improve the digital presence

## PROJECTS

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### SQL Music Store Analysis | Technology: Power BI

March 2025

- Performed in-depth analysis of a music store database to uncover sales trends, customer behavior, and revenue insights
- Wrote complex SQL queries to extract and analyze key performance metrics from structured datasets
- Created Power BI dashboards to visualize album sales, artist popularity, and customer demographics
- [github.com/divy-1909/SQL\\_Music\\_Store\\_Analysis](https://github.com/divy-1909/SQL_Music_Store_Analysis)

## EXTERNSHIP

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### SMARTINTERNZ AIML Externship | Aug 2023 – Nov 2023

- Collaborated as a Data Analyst to develop market segmentation solutions for McDonald's consumer dataset
- Designed a machine learning pipeline using K-means clustering and Latent Class Analysis to identify segments
- Applied PCA for dimensionality reduction and statistical methods like logistic regression for predictions

## CERTIFICATIONS

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- [Google Cloud Digital Leader](#) (Feb 2024)
- [Deloitte Australia Data Analytics Job Simulation](#) (Mar 2025)
- [Google Digital Marketing Certification](#) (Aug 2023)

## EXTRACURRICULAR ACTIVITIES

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- Secured 2nd place in intra-college Kabaddi competition (2022)
- Actively participated in college events, including tug of war and treasure hunt
- Geeks for Geeks Coding Profile Rank: 88,666; LeetCode Global Ranking: 301,757