# SAMARTH GUPTA

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## EXPERIENCE

**PupilTree**                                                                    Bengaluru, Karnataka
*Software Developer Intern*                                                      *Feb 2025 - Present*
- Analyzed **user behavior & engagement** using **Google Analytics, Mixpanel, and Firebase Analytics**, increasing retention by **20%**.
- Designed and executed **A/B tests** for homepage optimization, improving conversion rates by **15%**.
- Worked closely with **engineering, sales, and marketing teams** to align growth strategies with business goals.

**SLING NEO**                                                                    Bengaluru, Karnataka
*Software Engineer Intern*                                                       *May 2023 - July 2023*
- Developed responsive UI/UX in Flutter, integrating frontend-backend with Firebase, reducing load times by 40%.
- Conducted **market research & competitor analysis** to refine positioning strategies.
- Collaborated with the product team to streamline onboarding, reducing drop-off rates by **25%**.

## TECHNICAL SKILLS

- **Growth & Product Analytics:** Mixpanel, Google Analytics, Firebase Analytics
- **Marketing & User Engagement:** Digital Marketing, SEO, Growth Loops, Conversion Rate Optimization
- **Business & Strategy:** Go-to-Market (GTM) Strategy, Product Positioning, Competitive Analysis
- **Data & Experimentation:** A/B Testing, Data Visualization (Matplotlib, Pandas)
- **Programming Languages:** Python, SQL, JavaScript, Flutter, React, FastAPI, Django
- **Tools and Technologies:** AWS (EC2, Lambda, S3, RDS), GCP, Docker, GitHub Actions

## PROJECTS

**Healthcare Appointment Scheduling App**                                        View Project
- Conducted **user research & feedback analysis**, optimizing the platform for better adoption.
- Applied **A/B testing** to improve the booking funnel, increasing appointments by **30%**.

**AICTE Insights App**                                                           View Project
- Developed an **interactive data dashboard** for technical education insights.
- Implemented Interactive Data Visualizations with graphs and charts, enhancing decision-making efficiency by **30%** through intuitive data representation.

**Medi Connect**                                                                 View Project
- Engineered a Doctor Appointment Booking App using **Flutter** and **Firebase**, implementing real-time scheduling, profile management, and chat functionalities to enhance patient-doctor interactions.
- Integrated Firebase Authentication and Firestore, ensuring secure login and real-time data updates, improving data consistency by **25%**.
- Enhanced app performance by 20% through implementing a clean UI with **Provider state management,** ensuring a scalable codebase.
- **TECH STACK** : Flutter, Dart, Firebase, Python, AWS, MongoDB

## EDUCATION

**Vellore Institute of Technology Bhopal**                                       September 2021 - May 2025
Bachelor of Technology in Computer Science                                       7.81/10

## ACHIEVEMENTS

- **National Winner -** Secured **1st place** in the **Smart India Hackathon 2022**, organized by the **Ministry of Education & AICTE**. Awarded a **₹1 Lakh** cash prize for developing an innovative solution.
- **Led Team, Smart India Hackathon 2023/2024** – Successfully guided a team in building an impactful solution and successfully reached to final round