Himanshu Agarwal

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Profile Summary

Strategic marketing and consulting professional with expertise in data-driven decision making, market analysis, and market research. Skilled in translating complex datasets into actionable business insights, building scalable frameworks, and driving customer-centric growth strategies. Proficient in advanced analytics, business storytelling, and stakeholder management, with a solution-oriented mindset that enables organizations to optimize performance, strengthen customer retention, and scale intelligently across dynamic markets.

Educational Qualifications

Qualifications	Institute	CGPA / %	Year
PGDM – Big Data Analytics & Marketing	FORE School of Management, New Delhi	8.07	2026
B.Sc. Biotechnology	Manipal School of Life Sciences, MAHE, Manipal	80.50%	2023
12th	Shiv Jyoti Sr. Sec. School, Kota	86.60%	2020
10th	Central Academy Sr. Sec. School, Jaipur	81.00%	2018

Work Experience

Kiran Industries, Jaipur — Jun '23 – Jun '24

Business Strategist
- Orchestrated end-to-end business and operational oversight, scaling company turnover by 2.5x through targeted sales strategies, brand management, and customer relationship management
- Directed team workflows and optimized supply chain coordination, minimizing delays and ensuring consistent product availability across business cycles
- Drove data-informed decisions by analyzing customer trends and market shifts, maintaining product quality while aligning service standards with customer expectations

Summer Internship

MakeMyTrip, Gurgaon — Apr '25 – Jun '25

Key Accounts Management Intern
- Engineered a data-driven hyperlocation Potential Framework using advanced Excel modeling enabling MakeMyTrip to classify 3,000+ micro-markets by performance tier, driving targeted supply-side interventions
- Analyzed market share, inventory, and price trends across 250+ high priority hyperlocations; identified conversion bottlenecks and recommended CRO strategies for potential 20% uplift in Room Night bookings
- Built and maintained Excel dashboard with pivot tables, slicers, and VBA macros to automate tracking, streamline reporting, and provide real-time micro-market insights for 10+ cross-functional users

Live Projects

Luxe Analytics, Gurgaon — Oct '25 – Jan '26

Market Research Intern
- Led an in-depth secondary research study on the Indian luxury automobile industry, synthesizing 50+ credible sources into a 22-slide strategic report covering market dynamics, consumer behavior, EV trends, and growth opportunities for a premium consulting client

iOPEX Technologies, Gurgaon — Nov '25 – Dec '25

Market Research Intern
- Supported iOPEX's demand generation strategy through US market research, lead qualification, CRM management, and the development of an n8n-powered automation tool to enhance sales process efficiency

Progcap, New Delhi — Aug '25 – Oct '25

Market Research Intern
- Conducted large-scale primary research for Progcap by designing a 25+ question survey and gathering 250+ user responses to support data-driven business decisions

Achievements and Extra- Curriculars

		Year
Sports	Winner, Emerging Player of the Tournament 2024, Annual sports tournament conducted by FORE Sports Division	2024
Professional	Winner, Employee of the Year FY2023-24, Kiran Industries	2024
Academic	Semi-Finalist, EY Techathon 5.0 2025, A national innovation challenge to solve real world business problems using AI conducted annually by Ernst & Young	2025
	Winner, Q-Factor 2025, annual business quiz competition conducted by FORETech	2025

Skills

Soft Skills	Communication, Time Management, Analytical Mindset, Innovative Thinking, Problem Solving
Technical Skills	MS- Office, Prompt Engineering, Power BI, SQL, AI Tools

Certificates

		Year
Negotiation Strategies (ESSEC Business School, Paris, France)	Built strong capabilities in strategic negotiation, stakeholder management, and deal structuring through immersive, in-person case-based learning	2025
Generative AI: Prompt Engineering (Coursera)	Applied generative AI and prompt engineering to develop a custom CRM system with an AI chatbot and data analysis capabilities	2025
Digital Marketing (Coursera)	Designed AI-powered digital marketing campaigns for Cheers & Co. as part of an academic industry project	2025