

Kaustav Dasgupta

Major : Mechanical Department, Minor : English Literature

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EDUCATIONAL QUALIFICATIONS

Year	Qualification	Institute	Performance
2021-2025	B.Tech	Indian Institute of Technology Kanpur	8.0/10.0
2021	Class XII, Maharashtra State Board	Pace Junior Science College, Nerul	95.2%
2019	Class X, CBSE Board	D.A.V Public School, Nerul	94.0%

SCHOLASTIC ACHIEVEMENTS

- Secured **All India Rank 2666** in JEE Advanced 2021 and **All India Rank 5044** in JEE Mains 2021 amongst **9.2 lakh candidates**2021
- Secured **All India Rank 102** in All India Open Mathematics Scholarship Examination by IPM among **50K+ candidates**2020
- Received the **Academic Excellence Award** for exceptional academic performance in the **2020-21** academic session2021

WORK EXPERIENCE

Product Development Intern | Medantrik (MedTech Start-Up)Jun'24-Aug'24

Received Pre-Placement Offer (PPO) for exceptional performance

Objective	Engineer cost-effective portable lung diagnosis device , driving technical solutions with CTO for successful market launch
Execution	Calibrated device to map RPM to breath flow rate using prototype at National Wind Tunnel IITK ; leveraged 5+research papers Boosted algorithm accuracy by 12% by building hospital prototype and interface, collecting 10+ datapoints from 200+ patients Spearheaded end-to-end design of health camps with 1K+ footfall and represented team in ASEAN-India ScaleHub 2024, Bali
Impact	Co-invented patent-pending device; projected sales of ₹30Cr revenue (50K units) by Apr, launch expected by Sept (Delhi-NCR) Generated lung report (19 parameters+4 graphs) via proprietary algo, classifying lung health into 4 categories (96% accuracy)

Product Management Intern | Foruppo (Autonomus Start-Up EcoSystem)May'24-Jun'24

Product 1: Wizoona (Co-creator)	Pioneered India's 1st community-led holistic education startup to empower young adults with comprehensive life education Crafted value proposition, customer segmentation, GTM strategy of 'Wizoona' ensuring customer acquisition and retention
Product 2: Urrban Tailor	Spearheaded 8-member team to develop Urrban Tailor, a personalized outfit selector, from concept to Product Hunt launch Developed a dynamic selection framework across 5 dimensions on WordPress , enhancing user interaction and personalization

KEY PROJECTS

Yoga Asana Prediction and Feedback Generation | Dr. Tushar Sandhan | EE, IIT Kanpur🏆Jan'24-May'24

Objective	Enhance self-guided yoga practice with a deep learning model , classifying yoga asanas and providing real-time feedback
Strategy	Engineered hybrid CNN-LSTM model capturing spatial and temporal features, trained on 88 videos from diverse datasets Utilized OpenCV for video processing, MediaPipe for pose landmark extraction, Keras with TensorFlow for model training Conducted angular vector analyses to compare user poses with ideal poses, and implemented a feedback mechanism
Outcome	Classified videos into 6 asanas , achieving a framewise accuracy of 99.05% , with polling improving accuracy to 99.66% Enabled precise feedback by demonstrating the closest intermediate poses from input videos; comparing them to ideal poses

Brand Repositioning Strategy | Prof. Amit Shukla | IME, IIT Kanpur | Course Project🏆May'24-Jul'24

Objective	Redefine and strengthen boAt's brand positioning to better align with emerging markets and evolving consumer preferences
Strategy	Analyzed boAt's value chain; identified 5 key levers to drive business growth amidst 3 rivals dominating 50% market share Generated insights with 4P, PESTEL, and SWOT framework and prioritised them using RICE and MoSCoW frameworks
Outcome	Crafted strategic video advertisement that elevated brand perception, validated through insights from 80+ survey responses Formulated a brand extension concept for boAt, launching a musical instrument product line to target adjacent markets

Starbucks Customer Segmentation with RFM Analysis | Self Project🏆Nov'23 – Dec'23

Objective	Segment Starbucks customers based on recency, frequency, monetary (RFM) value to develop targeted marketing strategies
Strategy	Optimized 300K+ datasets , applied PCA to reduce dimensionality, & explored attributes through statistics and visualizations Implemented K-means clustering on 17K+ customers , determining optimal clusters using silhouette score and elbow method Devised metrics like revenue share and average RFM per segment , using t-SNE for advanced analysis of demographic traits
Outcome	Uncovered customer preferences across 6 clusters , informing targeted marketing strategies effectively, boosting engagement

LEADERSHIP EXPERIENCE

Coordinator, Dance Club (KOS) | IIT KanpurMay'23 – May'24

Felicitated with Certificate of Appreciation by the **Director, IIT-K** for recognition as Coordinator, Dance Club, IIT Kanpur

Leadership	Directed a 3-tier team of 50+ in 4 national-level competitions and coordinated 7 campus events with 2K+ average footfall Managed club finances of INR 1.2L and generated over INR 30K in additional revenue by organizing diverse workshops
Initiatives	Organized a 7-day Summer Workshop series by tier-1 artist separately in two shifts for 50+ beginners and 30+ team members Crafted a dynamic 10-minute showcase at the PG Orientation that successfully drew 1.8x more PG students in the club
Impact	Achieved a historic milestone by becoming the 1st dance team from any IIT to qualify for Indian HipHop Championship finals Garnered over 12 million+ views and amassed an impressive 40K+ subscriber base on the official Dance Club, IITK YT channel

EXTRA-CURRICULAR ACTIVITIES

Category	Competition	Achievements	Level	Year
Performing Arts: Dance	Inter-IIT Cultural Meet	Led the contingent which secured, • 3rd position in group dance category at IIT Madras • 3rd position in dance battle category at IIT Madras	Inter-IIT	2023
		• 2nd position out of 30+ teams in group dance category • 1st position out of 30+ teams in group dance category • 3rd position out of 10+ teams in dance battle category	National	2023 2022
	Thomso, IIT Roorkee	• 3rd position out of 30+ teams in group dance category	National	2022
	Social Work	Mobilized funds to support children's education at Muskurahat Foundation (NGO) earning a merit certificate Tutored 20 underprivileged children in Math and English of class 5th and 6th through Prayas, IIT Kanpur Conducted Flashmob with sapling distribution on World Environment Day to spread environmental awareness		2022 2023

