

Kaustubh Jaiswal

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B.Tech Computer Science student with strong skills in data analysis, market research, and workflow automation. Passionate about applying technology and problem-solving to support marketing strategies, optimize campaigns, and generate actionable insights for business growth.

EDUCATION

St. Norbert School, Indore – Class X

- CBSE Board, 89% May 2020

Annie Besant School, Indore – Class XII

- CBSE Board, 74% June 2022

VIT Bhopal University – B.Tech in Computer Science

- CGPA: 8.8 Nov 2022-Present

ACADEMIC PROJECTS AND EXPERIENCE

Marketing Research & Insights

- Conducted market segmentation analysis for a mock retail startup.
- Created dashboards in Excel/Tableau to track performance metrics.
- Drafted messaging strategies inspired by case studies in logistics and retail.

AI Workflow Automation

- Automated data-cleaning and report generation tasks using Python & AI tools (ChatGPT, n8n).
- Reduced repetitive work by scripting task pipelines.
- Explored applications of AI in marketing campaign support and sales analysis.

HubSpot Sales Pipeline Dashboard

- Simulated a sales pipeline using HubSpot CRM to track opportunities across deal stages.
- Monitored conversion rates and flagged process bottlenecks through automated reports.
- Learned how pipeline visibility improves strategic decisions and deal win-rates.

CERTIFICATIONS

Data Science with Python – iamneo

- Completed a hands-on course covering data analysis, cleaning, and visualization using Pandas, NumPy, and Matplotlib.

IBM Cybersecurity Analyst – IBM

- Learned core cybersecurity concepts such as threat intelligence, network security, and incident response.

SKILLS

Strategy & Marketing: Market Research, Competitive Analysis, Campaign Support, Reporting & Insights

Data & Analytics: Data Analysis, Visualization, Dashboards, SQL, Excel

Programming & Automation: Python, Java, SQL, Workflow Automation (n8n, ChatGPT, Claude)

Collaboration: Cross-team communication, Problem-solving, Leadership

LANGUAGES

English, Hindi