

# MOHINI GUPTA

Siwan, Bihar

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## SUMMARY

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- Business-oriented and analytical professional with a strong background in market research, competitive analysis, and business strategy. Experienced in leveraging data-driven insights to enhance growth strategies, user engagement, and operational efficiencies. Passionate about business execution, strategic decision-making, and aligning innovation with market needs.

## SKILLS

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**Leadership:** Team Management, Project Coordination  
**Problem-Solving:** Analytical Thinking, Creative Solutions  
**Tools:** MS Excel, Market Research  
**Business & Strategy:** GTM Strategy, Competitive Analysis

## EDUCATION

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**Vellore Institute of Technology**  
*B.Tech in Computer Science and Engineering*

Bhopal

*Sept 2021 - Ongoing*

**CGPA:** 8.27

## PROJECTS

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**Garbage Detection Initiative** | *Data-Driven Decision Making, Trend Analysis*

Sept 23 - May 24

- Conducted market research on waste management solutions, identifying emerging trends in new waste classification for enhanced product positioning.
- Applied data-driven optimizations, improving yolo's accuracy and reducing processing time for better scalability.
- Coordinated with environmental agencies to understand their challenges and tailor the system for real-world applications.

**Medi-Link** | *Research analysis, Market analysis*

Sept 24 - Ongoing

- Conducted in-depth market research on medical automation trends, ensuring the platform aligned with industry needs and the evolving healthcare landscape.
- Spearheaded research on new technology medical assistance, working closely with cross-functional teams to implement intelligent features aimed at improving user experience and platform efficiency.
- Analyzed user interactions to enhance engagement and increase adoption rate.
- Collaborated with healthcare professionals to ensure the platform meets real-world medical needs, leading to an improved adoption rate within medical institutions.

## CERTIFICATIONS

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- Python Bootcamp Certificate, Udemy, Apr 22
- AWS Certified Cloud Practitioner, Feb 24

## EXTRACURRICULAR/ACHIEVEMENTS

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- Conducted research projects on market trends and business growth strategies.
- Head Girl (2019-2020): Directed and managed more than 10 major school events, including cultural festivals and academic programs, leading a team of 20+ students and collaborating closely with faculty to guarantee flawless execution and a 90% success rate in participation.
- Achieved top recognition among 15 participating schools at a prestigious state-level mathematics exhibition, attended by over 500 peers.

## ADDITIONAL INFORMATION

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Language Proficiency: English ,Hindi