

# Pulkit Garg

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Intern, ITC Limited | Finalist, Mock Niti Aayog | Senior Coordinator, Exousia

## Educational Qualifications

MBA(BE)   Major: Analytics, Marketing	2025	Department Of Business Economics, University of Delhi	7.57 CGPA
Undergraduation Degree	2022	Thapar Institute of Engineering and Technology	82.70%
XII - CBSE	2018	The Century School	85.20%
X - CBSE	2016	MASD Public School	95.00%

## Internship

ITC Limited	Marketing Anlayst Intern	Jun'24 – Jul'24
	<ul style="list-style-type: none"><li>Facilitated '11+1' scheme launch, driving a <b>60% sales increase</b> through strategic market coverage in rural areas</li><li>Achieved 100% shop coverage within 3 weeks by executing targeted <b>retailer engagement</b> and market surveys</li><li>Analyzed <b>biscuit industry trends</b>, identifying growth opportunities that influenced product positioning strategies</li><li><b>Optimized promotional strategies</b> by assessing sales data, enhancing rural engagement &amp; market penetration</li></ul>	
Thematic	Business Development Extern	Jan'24 – Feb'24
	<ul style="list-style-type: none"><li>Strategically identified customer personas, sourced <b>10 leads</b>, diversifying Thematic's network across key genres</li><li>Aligned profiles with Thematic's offerings, <b>optimizing content</b> strategy and achieving a <b>15% engagement</b> boost</li><li>Executed strategies, addressing music rights misconceptions and fostered a legally compliant digital environment</li></ul>	
HFCL	5G Research and Development Intern	Jan'22 – June'22
	<ul style="list-style-type: none"><li>Enhanced <b>hardware integration</b> in BMC to improve system monitoring and address critical performance gaps</li><li>Attained <b>20% product reliability</b> boost via protocol integration, crucial for meeting customer demands effectively</li><li>Collaborated with 5+ teams to <b>optimise product design</b> using agile methods which enhanced overall efficiency</li><li><b>Delivered 10+ progress reports</b>, presentations and technical insights using PowerBI to engage stakeholders</li></ul>	

## Key Projects

Churn Prediction Model	<ul style="list-style-type: none"><li><b>Achieved 93% accuracy</b> in predicting customer churn by optimizing a <b>Random Forest</b> algorithm</li><li>Conducted <b>EDA</b> on customer data, identifying trends using <b>Pandas</b>, creating visuals with <b>Matplotlib</b></li><li>Engineered key features using one hot encoding &amp; selection techniques to improve performance</li></ul>	ML
Stock Price Analysis using Regression	<ul style="list-style-type: none"><li><b>Forecasted S&amp;P 500 ETF</b> price changes using <b>multi-index regression</b> model to enhance accuracy</li><li>Assessed model significance &amp; validated accuracy against four key linear regression assumptions</li><li>Designed &amp; tested signal based <b>trading strategy</b>, evaluated using financial metrics like <b>Sharpe ratio</b></li></ul>	Python
Hospitality Revenue Econometric Analysis	<ul style="list-style-type: none"><li>Performed <b>regression analysis</b> to identify key revenue drivers in hospitality industry using <b>Stata</b></li><li>Analyzed marketing budget impact, achieving 94% goodness of fit using <b>econometric modeling</b></li></ul>	Ecotrix

## Positions of Responsibilities

Senior Coordinator, Exousia, DBE	<ul style="list-style-type: none"><li>Boosted tournament <b>participation by 30%</b> among 10 teams, elevating club visibility</li><li>Managed logistics, venue booking, and registrations for seamless event execution</li></ul>	Sep'23- Ongoing
Junior Coordinator, ARCC, DBE	<ul style="list-style-type: none"><li>Led feedback-driven enhancements resulting in 15% rise in event satisfaction rating</li><li><b>Optimized Alumni Database by 15%</b> through database cleansing and segmentation</li></ul>	Sep'23- May'24
General Secretary, SPICMACAY, TIET	<ul style="list-style-type: none"><li>Guided a team of 60+ students to organize <b>5 cultural events</b> in offline &amp; online mode</li><li>Facilitated cost-effective events of Rs 6 lakh budget, ensuring <b>financial sustainability</b></li></ul>	Jul'20 – Sep'21

## Achievements

Academic Achievements	<ul style="list-style-type: none"><li>Secured <b>1st position</b> in Mangonel design contest with a remarkable <b>90 m throw</b>, surpassing 180 participants</li></ul>
Competitions/ Events	<ul style="list-style-type: none"><li><b>Finalist</b> in SPJMIR's Mock Niti Aayog Case Competition, surpassing <b>550+ participants</b> from leading B-schools</li><li>Ran a <b>5 Km Marathon</b> for "Youth Against Drugs" campaign, secured position in <b>top 10</b> out of 100 candidates</li></ul>
Certifications	<ul style="list-style-type: none"><li>Completed certification of 24 hours Business Intelligence course on PowerBI and Excel by Havish M consulting</li><li>Earned University of Michigan's 34-hour Python Programming &amp; data manipulation certification through Coursera</li></ul>

Interests	Badminton   Watching Movies   Travelling
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Skills	Excel   SQL   Statistics   Power BI   Python   Econometrics
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