PULKIT GARG

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LinkedIn GitHub Website

EDUCATION

MBA (Business Economics), Department of Business Economics, DU *2023 – 2025*
CGPA: 7.57/10

B.E. Electronics and Communication Engineering, Thapar University *2018 – 2022*
CGPA: 8.27/10

12th (CBSE), The Century School, Karnal, 85.2% *2017 - 2018*

SKILLS

Tools	Python, SQL, SPSS, Power BI, Excel, Stata
Analytical Skills	Predictive Analytics, Time Series Analysis, Forecasting, Econometrics

EXPERIENCE

ITC Limited, Marketing Analyst Intern **Jun 2024 – Jul 2024**

- Facilitated the launch of the '11+1' Mom's Magic scheme, achieving a 60% sales increase by optimizing rural market reach.
- Analyzed competitor performance and market trends in the biscuit industry through competitor benchmarking, identifying 3 growth opportunities.
- Conducted 50+ retailer surveys, achieving 100% shop coverage in 3 weeks, enhancing retailer engagement.

HFCL, 5G Research and Development Intern **Jan 2022 – Jun 2022**

- Enhanced hardware integration in BMC, improving system monitoring and boosting product reliability by 20% through agile methodologies.
- Collaborated with five cross-functional teams, delivering insights via 10+ Power BI reports to stakeholders.

PROJECTS

Customer Churn Prediction Model ***Python, ML***

- Built Random Forest model with 93% prediction accuracy to identify churn and improve retention rates.
- Identified key churn predictors using selection techniques, enabling a 20% improvement in AUC-ROC.
- Conducted EDA with Pandas and Matplotlib, delivering actionable insights through visual analytics.

Impact of Energy Poverty on HDI: A State-wise Analysis ***Econometrics***

- Developed a MEPI Index using NFHS data (2005–2021) to evaluate energy poverty across Indian states.
- Modeled pooled regression analysis to quantify energy poverty's impact on HDI, achieving a goodness of fit of 0.7493.
- Designed 10+ interactive charts linking MEPI findings to socioeconomic factors for actionable insights

Bike Sharing Demand Forecasting ***Python, Time Series***

- Built a time-series forecasting model using Prophet, reducing the forecast error MAPE to 16%.
- Engineered lagged variables, seasonal features, weather regressors, improving prediction accuracy by 18%.
- Enhanced model robustness with hyperparameter tuning and cross-validation, ensuring stable forecasts.

Stock Market Regression Analysis ***Python, Finance***

- Created a multi-index regression model to analyze S&P 500 ETF price trends using Sharpe Ratio and Maximum Drawdown metrics.
- Evaluated Signal-based trading strategies using linear regression, enabling data-driven investment decisions.