

# Rahul Fulwadhwa | PGDM - Big Data Analytics (GIM)

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## Summer Internship

2 Months

ABP Network Pvt. Ltd.

Product Manager Intern

Apr 2023 - May 2023

OpenAI Integration with ABP CMS	<ul style="list-style-type: none"><li>Leveraged OpenAI API to design features that enhance productivity and streamline the publishing process. Implemented features like a keyword generator, headline &amp; lead generator, meta title, and description generator, resulting in a <b>15% reduction in content creation and publishing time</b> and a <b>10% improvement in SEO scores</b>.</li></ul>
Gaming Content Recommendation	<ul style="list-style-type: none"><li>Extracted session data from Google Analytics and preprocessed it using Python. Analyzed correlations to identify games with low visit rates but high session times. Recommended these games for increased visibility, resulting in a <b>20% user engagement increase</b> and improved website performance and user experience.</li></ul>

## Professional Experience

30 Months

State Street HCL

Analyst

Nov 2020 - Dec 2021

- Leveraged Power Query and Excel skills to extract and analyze data from diverse sources, generating actionable insights for key stakeholders.
- Created operational reports in Power BI to identify improvement areas and optimize resource allocation, resulting in a **7% cost reduction**.
- Coached 5 new hires on data extraction, report building, data analysis fundamentals, and data visualization aesthetics.
- Developed and implemented a new, optimized reporting system leveraging Excel and Power BI to deliver **real-time insights** for business KPIs.

Resident Tax

Associate

Jul 2019 - Oct 2020

- Managed communication between various teams and stakeholders to ensure **efficient development** of the Resident Tax App.
- Developed product dashboards and reports, resulting in **25% faster decision-making** and **improved data accuracy by 15%**.
- Generated over **1,000 leads** through the design and implementation of **targeted marketing campaigns** and **email content**.
- Analyzed competitors and market trends to design the user interface (UI) and wireframes for the Resident Tax App.

## Education

PGDM - Big Data Analytics	2022 - 2024	Goa Institute of Management, Goa	Pursuing
BBA – Finance	2016 - 2019	Nagpur University	69.20%
HSC – Science	2014 - 2016	USA Vidhya Niketan (CBSE)	63.20%
SSC – General	2013 - 2014	USA Vidhya Niketan (CBSE)	72.20%

## Academic Achievements & Certifications

- Azure Data Scientist Associate, Microsoft, Ongoing
- Introduction to SQL, Kaggle, 2023
- Diploma in Management Accounting, CIMA, 2018

## Projects

Car Resale Value Prediction App	<ul style="list-style-type: none"><li>Programmed a machine learning model achieving <b>92% accuracy</b> through <b>optimization techniques like grid search CV</b>.</li><li>Deployed the model on a web application to facilitate <b>easy price prediction</b> based on user-provided car details.</li></ul>
Sentiment Analysis for “Bhumi NGO”	<ul style="list-style-type: none"><li>Trained a <b>Latent Dirichlet Allocation (LDA) model</b> to <b>classify topics</b> from scraped tweets using SNS Scrape. This enabled the NGO to <b>quantify stakeholder sentiment</b> across 3 key areas of their operations.</li><li>Further analyzed sentiment using the RoBERTa model, providing <b>data-driven insights</b> for improved decision-making, strategic planning, and stakeholder engagement.</li></ul>
Financial Portfolio Optimizer	<ul style="list-style-type: none"><li>Programmed a <b>portfolio optimization script</b> that calculates <b>optimal investment weights for up to 9 financial instruments in under a minute</b>. This tool empowers <b>individuals and organizations</b> to <b>maximize returns, minimize risks, and make informed investment decisions</b>.</li></ul>

## Positions of Responsibilities

- Lead, Digital Campaigns, Learnathon, 2018 - Led a team of 5, generating over 10,000 organic engagement and a footfall of 4,000 attendees.
- Senior Committee Member, Curio, 2022-2024 - organized 10 workshops, 4 competitions, and events centered around literature and creativity.

## Extra-curricular Activities

- Delivered a workshop “How to place your Business on Google Maps”. Assisted over 10 businesses appear on Google Maps, increase online visibility.
- Revamped broadcast overlay for “RakaZone Gaming”, YouTube Creator with 495K+ subscribers. Used JavaScript alerts, enhancing user engagement.
- Reduced cost of a small-scale entrepreneur by 15% using Activity Based Costing, identified and optimized cost drivers to increase profitability.

## Core Competencies

Software Packages	<ul style="list-style-type: none"><li>Tableau, AWS, Azure, Microsoft Power BI, Power Point, SAS, Google Looker Studio, Excel, GCP, JMP, GitHub</li></ul>
Programming	<ul style="list-style-type: none"><li>Python, SQL, R, TensorFlow, DAX, JavaScript, HTML, CSS, PyScript</li></ul>