



Prakriti Mehta  
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Specialization: Computer-Aided Design and Automation

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Dual Degree (B.Tech. + M.Tech.)  
Gender: Female  
DOB: 16/10/2001

Examination	University	Institute	Year	CPI / %
Graduation	IIT Bombay	IIT Bombay	2024	

### PROFESSIONAL EXPERIENCE

<b>MAHINDRA LOGISTICS LIMITED</b> Business Analyst	<b>Black Belt Six Sigma project</b>   Supply chain management & mobility solutions firm (Jul'23–Present) ■ Revamping vendor payment process to achieve <b>50% TAT reduction</b> , mitigating service disruption risks ■ Identifying <b>8+ root causes</b> and suggesting <b>quick wins</b> via RCA frameworks (GEMBA, 4W1H, Why-Why) ■ Conducting <b>10 site visits</b> to ensure process conformance thus fostering consensus among stakeholders
<b>UNACADEMY</b> Project Manager	<b>JEE Nexus YouTube channel</b>   Viewership: <b>5 Million+</b>   <b>100K+</b> subscribers (Jun'23–Aug'23) ■ Led 2 documentaries & a contest; acted as mediator for <b>4 teams</b> including ops, finance, design & media ■ Delivered project within <b>INR 0.15M (60% budget)</b> via negotiation and efficient tour planning in <b>9 cities</b> ■ Crafted a <b>4-stage contest</b> including interviews, attracting <b>600+ registrations</b> , to amplify YT viewership
<b>ZUNROOF</b> Marketing & Relations	<b>Awarded LoR</b>   Worked for the Zunpulse segment: a smart home automation brand (May'22–Jun'22) ■ Fine-tuned e-commerce media mix, reducing <b>cost-per-impression by 20%</b> via revenue-cost regression ■ Boosted engagement by <b>11x QoQ</b> through SEO, influencer partnership and enhanced brand messaging
<b>VEDANTU</b> Growth & Strategy	<b>Awarded LoR</b>   Enhanced V nurture: a product to develop IQ and EQ of school students (Jul'21–Aug'21) ■ Identified <b>15+ white spaces</b> such as alignment with NEP through market research on <b>25+ competitors</b> ■ Piloted MVP on <b>1000+ users</b> ; developed data pipelines for A/B Testing and transitioned to MMP stage

### POSITIONS OF RESPONSIBILITY

<b>OVERALL COORDINATOR</b> NSS, IIT Bombay	<b>Awarded LoR</b>   Largest volunteer body of IITB serving <b>1 Million+</b> people nationwide (May'22–Apr'23)  <i>Milestones</i> ■ 1 <sup>st</sup> to sign sponsorship deals ( <b>PNB &amp; Piramal</b> ) worth <b>INR 10L</b> to fund annual flagship event ■ Fundraised <b>INR 0.2M</b> via business exhibits by marginalized sections, attracting <b>3K+ footfall</b> ■ Curtailed <b>400 kg/yr</b> plastic junk by enabling <b>100 women</b> to adopt menstrual cups at <b>0 cost</b>  <i>Operations</i> ■ Led a <b>3-tier team</b> of 6 divisions & <b>450 members</b> ; administered annual budget of <b>INR 10L</b> ■ Established relations with <b>5 state governments</b> , ministries, <b>30+ public figures</b> and <b>10 NGOs</b> ■ Administered <b>2 courses</b> for 500 students, interweaving <b>38K+ hrs</b> of impactful social service  <i>Initiatives</i> ■ Orchestrated campus wide donation drive, amassing <b>4mt clothes</b> to benefit <b>1.5K+ families</b> ■ Led <b>carbon-negative tenure</b> , upcycling waste into décor used across all ambience material ■ Aided JEE preparation of <b>100+</b> underprivileged Bihar aspirants with <b>31 IIT &amp; NIT selections</b>
<b>ISMP MENTOR</b> SMP, IIT Bombay	<b>Selected among 143/386 applicants via rigorous interviews, SOPs, &amp; peer reviews</b> (Jul'23–Present) ■ Nurturing group of <b>12 freshmen</b> to overlook induction, skill development, academics & mental health
<b>TEACHING ASSISTANT</b> Chemistry & Machine Design, IIT Bombay	<b>Awarded LoR</b> by Prof. R B Sunoj for exemplary work and contribution for 3+ years (Nov'20–Present) ■ Upskilled <b>3K+ freshmen</b> with weekly tutorials, clarifying concepts & offering last-minute crash courses ■ Managed thorough course support, platform logistics and queries; ensured system readiness for exams

### ACADEMIC PROJECTS

<b>SWIGGY</b>	■ Maximized Swiggy Instamart's EBITDA in a selected catchment, maintaining <b>sub-15 minute deliveries</b> ■ Optimized hub locations, considering capacity scenario, ensuring profit & stock maintenance using LPP
<b>CORPORATE GOVERNANCE</b>	■ Identified post- <b>M&amp;A</b> corporate governance issues via the case study of <b>Zomato's</b> acquisition on <b>Blinkit</b> ■ Found correlation of future performance & <b>over-investment</b> wrt CAR post lock-in period via regression ■ Examined <b>Byju's LDGS</b> association, sales tactics, and strategies to reduce <b>product market competition</b>

### EXTRACURRICULARS

<b>YOUTUBE</b> Content Creator	■ <b>Founder:</b> Prakriti Unplugged   Featured on channels like Vedantu & Being IITian gaining <b>0.7 M views</b> ■ Contributing <b>author</b> to Prepsara, wordpress blog with <b>0.4M+ page views</b> , <b>70k+ visitors</b> and <b>200+ blogs</b> ■ Piloting 'Outliers' to tailor personalized training for <b>50 students</b> pan India for personality development
<b>WEB &amp; TECH</b>	■ <b>Scraped 500+</b> LinkedIn profiles using <b>Selenium</b> to automate evaluation of <b>Mood Indigo'20</b> participants ■ Developed the <b>front end</b> of the internal portal for Mood Indigo's Competitions and LYP using <b>Angular</b>
<b>SCHOLASTIC</b>	■ AIR 969 in JEE Main ■ <b>97.4%</b> in Class 12 ■ Awarded <b>Certificate of Honor</b> by ABVP, Chandigarh ■ Silver in Informatics Olympiad ( <b>State Rank 10</b> ) ■ <b>State Level</b> qualified in International Spelling Bee
<b>SPORTS</b>	■ Awarded a <b>Bronze</b> in <b>Table Tennis</b> (Freshiesta) ■ Trekked <b>Skandagiri Peak</b> , KN with <b>4760 ft</b> elevation
<b>CULTURALS</b>	■ <b>1st</b> in Rangoli making ■ <b>Open mic</b> performer ■ Scripted and acted for <b>2 short films</b> (6k+ YT views)
<b>INTERESTS</b>	■ Photography   Poetry & Storytelling   Video editing   Mental Health & Psychology   Travel   Cooking