

MRIDUL GUPTA

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EDUCATION	NAME OF INSTITUTE	YEAR	SCORE
BTech (Mechanical Engineering)	Delhi Technological University, Delhi	2018 - Present	CGPA: 8.50
AISSCE (XII)	Ryan International School, Delhi	2018	92.20%
AISSE (X)	Ryan International School, Delhi	2016	10.0/10.0

INTERNSHIPS

PRODUCT STRATEGY INTERN | Volvo-Eicher Commercial Vehicles

May '20 – July '20

- Conducted a week-long **survey of 50+ Small Commercial Vehicle (SCV) owners** in the Delhi region by calling them.
- Documented their responses for a new product in the SCV category leading to **improved business operations, target marketing**.
- Performed **market analysis and industry research** to understand the features of current SCVs and the marketing strategies of the industry leaders.
- Formulated a market entry strategy** using the **marketing mix framework** considering the company's strong points and the need of the industry.

RESEARCH INTERN | Faculty of Management Studies (FMS)

Nov '20 - Dec '20

- Carried out research under the **Ex-Dean of FMS** on the theme, **"Value Centric Corporate and Organizational Performance in Post COVID Times"**.
- Learned** about organizational behaviour and the importance of value centricity for the successful working of an organization.
- Analyzed** various start-ups and organizations of India and abroad and learnt about their work culture and organizational structure.
- Shortlisted **10 companies** based on their ability to remain value-centric during a **pandemic** and submitted a **research essay** on the same.

RESEARCH PAPER AND PROJECTS

Statistical Analysis of the Relation Between the Developmental status of Nations and their Banks' NPA using Hypothesis Testing

- Analyzed** the annual report of the banks of 14 developed and 15 developing nations to find the **NPA ratio** for five years.
- Applied **hypothesis testing** to establish a relationship between the developmental status of the nations and their banks' NPA.
- Published in **Scopus Indexed Journal: International Journal of Management** with an **Impact factor of 10.14**, in August 2020.

Linear Regression Analysis of the Relation B/W USD to INR Conversion Rate and BSE Sensex Index for a Period of 25yrs (1995-2019)

- Collected** the data on USD to INR conversion rate and the BSE Sensex index for a period of **25 years**.
- Developed a **linear regression model** relating USD to INR conversion rate with the BSE Sensex Index using **MS Excel**.
- Successfully achieved a good relationship** with over **78%** of the values of BSE Sensex Index being justified by the USD to INR conversion rate.

POSITIONS OF RESPONSIBILITY

Consultant | 180 Degrees Consulting, DTU

(2020-21)

- Responsible for identifying **potential clients**, contacting them and successfully **onboarding** them.
- Provided **analytical insights** and **metrics** to focus upon to increase **user retention** using **mixpanel** and **amplitude** as a consultant to **The Atom App**.

Technical Activities Coordinator | IEEE, Delhi Section

(2020-21)

- Organized several events, **Virtual Stock Market**, **Mock Shark Tank** etc. which registered **200+ participants**
- Responsible for maintaining well-ordered conduct of **technical activities** for **4000+** IEEE members from **5 states** and **4 UTs**

Joint General Secretary | SME, DTU

(2020-21)

- Successfully conducted various **webinars** and **online competitions** registering **100+ participants** thus increasing the reach of the society.
- Responsible for the **various initiatives** involving partnership with an **NGO** for providing volunteers for **teaching** the ones without resources.

ACADEMIC ACHIEVEMENTS

- Scored **98 percentile** among **1.4 million** candidates in **JEE Mains 2018**
- Recipient of **Certificate of Appreciation** from the **Education Minister** for excellent performance in class 10th.
- Secured Olympiad **rank 94** in the **International Olympiad of English Language**

EXTRA CURRICULAR ACTIVITIES

BUSINESS CASE COMPETITIONS	● 1st Runner Up in Case Study Competition organized by 180 Degrees Consulting DTU.	(2020)
	● Finalist (650+ teams) at Case Study Competition Consigliere, NSUT in association with Quollab .	(2020)
	● Finalist (200+ teams) at Case Study Competition Rural to Frugal, Fore School of Management in association with SunMoksha	(2020)
SOCIAL	● Volunteered as an educator for Saajha, India to help 50+ underprivileged children get basic education for school admissions	(2019)
OTHER	● Logistics team member at Engifest'19- The Annual Cultural Fest of Delhi Technological University	(2019)

SKILLS

● **Skills:** Power BI | SQL | Tableau | MS Excel | MS PowerPoint | Python

Interests: Sports | Playing Guitar | Statistics | Econometrics