

Kratik Gupta

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EDUCATION

Master of Science in Business Analytics (STEM)

May 2022

Boston University Questrom School of Business; Boston, MA

Bachelor of Technology (Computer Science and Engineering)

September 2020

Ajay Kumar Garg Engineering College, Ghaziabad, India

Awarded with a first-class undergraduate degree for scoring a cumulative GPA of 7.0/10

RELEVANT WORK EXPERIENCE

Sr. Business Development Executive

July 2020 - June 2021

Pharma Synth Formulations, New Delhi, India

- Ideated profitable and implementable solutions for practical and logical cost-cutting in operational expenses, saving INR 100,000
- To make sensible suggestions to the research team, surveyed distinct features offered by divergent firms, documented charges proposed for the same set of products, evaluated the relative strengths and imperfections
- Incorporated a highly interactive customer relationship management system for smooth operations among sales teams and administration, showcasing team activities on CRM and accelerating client data processing time by 28%

Business Development Executive

January 2020 - July 2020

Extramarks Education India, Noida, India

- Guided a sales team of 3 members to attain sales targets and integrate their sales with data analytics and strategic management, improving sales figures by 15%
- By using clustered client targeting and digital marketing, generated total revenue of INR 1.5 Million in a concise frame of five months and ranked among top performers of the organization
- Using user application response data, identified the customer base to drive targeted marketing through campaigns like direct mails increasing response rate by 20-25%

PROJECT EXPERIENCE

Hockey Goal Prediction Model 2021

September 2021 - October

Boston University, Boston, USA

For this starting hockey season, estimate the success rate of BU terriers by estimating the number of goals. Run multiple machine learning models to get players' most accurate prediction of goals for the next season. Used ML models like lasso, ridge, OLS, Random Forest, Boosted trees to get predictions. We got the predictions for goals by players for BU terriers' performance this year. The model result is shared with the hockey coaches to get how players will perform this season.

Price Negotiator Ecommerce Chat-bot System

July 2019 - December 2019

Ajay Kumar Garg Engineering College, Ghaziabad, India

Tested a POC to drive chatbot adoption by the Indian consumer, based on 83% consumers need to negotiate on e-commerce retail stores. Developed a price negotiating chatbot system to enhance the retail e-commerce experience. Utilized NLP via Azure text analytics and consumer behavioral data. Retained 93% of customers and maximized profit in a testing simulation operated with our college online store.

RELEVANT SKILLS & SCHOLASTIC ACCOMPLISHMENTS

- Technical Skills: C, C++, HTML, CSS, JavaScript, Python(MATLAB, NumPy, Pandas, Sklearn, Seaborn), R, SQL, Machine Learning, Bash, MS Excel, MS 365
- Certifications: Cloud Computing, Python Masterclass, Python for Machine Learning and Business Analytics, Statistics for Business Analytics, Statistics for Data Analytics and Data Science
- Relevant Coursework: Data Science and Analytics, Business Intelligence, Information Systems, Operations, Marketing Analytics, App Development, Database Management, Business analytics toolkit, Supervised Machine Learning
- Languages: Hindi (Native), English (Native) (CEFR Tier C1)