ANURAG MAHAJAN

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EXPERIENCE

Virtue Market Research   **Dec 2023 – May 2024**
Associate Research Analyst - Intern

- Conducting thorough secondary research to author comprehensive **Market Research** reports, delivering crucial insights to clients.
- Collect, analyze, and synthesize data using **MS Excel and Visualization Tools** related to consumer behavior, competitive landscape, and market trends, presenting findings through detailed reports and presentations.
- Execute **Company Profiling** tasks using diverse sources, including LinkedIn, ensuring the availability of vital business information.

The Sparks Foundation   **July 2022 - Aug 2022**
Data Science and Business Analytics Intern

- Identified, analyzed, and interpreted trends or patterns in complex data sets by finding correlations and visualizing using **Pandas, Matplotlib, and NumPy** libraries.
- Analyzed **user** concerns, requirements, and requests for system features and uses.
- Conducted **Exploratory Data Analysis** on various datasets.
- Proposed solutions and strategies for addressing **Business** challenges.

Yoshops   **June 2022 - Aug 2022**
Data Science Intern

- Created data visualization graphics, translating complex **data sets** into comprehensive visual representations using visualization tool **MS Excel**, and also **Pandas and Matplotlib** libraries.
- Developed **predictive models** for **business** insights using different **Machine Learning Algorithms**.
- Translated cost and benefits of **Machine Learning** technology for non-technical audiences.
- Pinpointed meaningful **insights** from large data and metadata sources.

EDUCATION

Indian Institute of Technology, Roorkee   **2018-2023**
Bachelor of Architecture and Planning; CGPA: 6.92/10   *Roorkee, Uttarakhand*
Devi Rukmani Higher Secondary School   **2016-2017**
Class 12th (CBSE); Percentage: 84.2%   *Khargone, Madhya Pradesh*
Saint Jude's Higher Secondary School   **2014-2015**
Class 10th (CBSE); CGPA: 9.20/10   *Khargone, Madhya Pradesh*

PROJECTS

Indian IT-OT Convergence Market Research| Virtue Market Research   **(Jan'24-Present)**

- Conducted **primary research** for "Indian IT-OT Convergence Market Research," including **market analysis**, conducted **interviews** with industry leaders.
- Done **Company Profiling** of more than 25 Companies operating in the IT-OT Convergence Market.
- Utilized **MS Excel** for data organization and **analysis**, creating charts and graphs.
- Prepared visually appealing presentations in **MS PowerPoint** and detailed reports in **MS Word** to communicate findings and recommendations to stakeholders**.**

Fraudulent Transactions Prediction | INSAID Task   **(August 23)**

- Developed a **machine learning model** to predict fraudulent transactions using a variety of **features**, including transaction amount, location, time of day, and device type.
- **Trained** and evaluated the model on a dataset of over 1 million transactions, achieving an accuracy of **over 95%**.
- Use of **Decision Tree Algorithm** to train and test the model**.**

Exploratory Data Analysis on Global Terrorism| IIT Roorkee (August'22)
- Identified key trends and patterns in the data using **Python** libraries such as **Pandas, Matplotlib, and NumPy.**
- Conducted **exploratory data analysis** on the Global Terrorism Dataset, a dataset of over 150,000 terrorist attacks around the world.
- Utilized modern tech tools, including **MS Excel, Jupyter Notebook, and GitHub.**

Ride duration of taxi trips in New York City | Self (March'22)
- Built a **linear regression model** to predict the ride duration of taxi trips in New York City.
- **Trained** and evaluated the model on a **dataset of over 1 million taxi trips**.
- Utilized modern tech tools, including **MS Excel, Jupyter Notebook, and GitHub.**

Economic Feasibility Assessment of a Project | IIT Roorkee (May'21)
- Calculated TR, TC, and Profit for **2 crore units** of production.
- Evaluated project acceptance through **NPV calculations.**
- Contributed to a successful economic feasibility assessment. Utilized tech tools, including **MS Excel and MS PowerPoint.**

CERTIFICATIONS

SQL for Data Analytics | Internshala Trainings (May 2022 - Jun 2022)
- https://trainings.internshala.com/s/v/1293187/eee8821c

Data Science | Internshala Trainings (Jan 2022 - Feb 2022)
- https://trainings.internshala.com/s/v/771612/3f71e50b

SKILLS

Programming Languages:	Python, SQL
Tools and Technologies:	Jupyter Notebook, MS Excel, Power BI
Area of Interest:	Market Research, Business Analytics, Data

SCHOLASTIC ACHIEVEMENTS AND EXTRA-CURRICULAR ACTIVITIES

- I was in top 4.35% among students of **JEE Advanced 2018** among 2.3 lakh shortlisted candidates.
- Worked as Cadet at NCC and Co-Coordinator at Cognizance'19 IIT Roorkee.