PULKIT GARG

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LinkedIn GitHub Website

EDUCATION

Department of Business Economics, University of Delhi **2023 – 2025**
MBA (Business Economics), Analytics & Marketing *CGPA: 8.00/10*

Thapar University, Patiala **2018 – 2022**
B.E. in Electronics and Communication Engineering *CGPA: 8.27/10*

TECHNICAL SKILLS

Tools Python (pandas, NumPy, scikit-learn), SQL, Excel, Power BI, Stata, SPSS
Analytical Skills Econometric Modelling, Forecasting, Machine Learning, Data Visualization

RELEVANT COURSEWORK

- Time Series Analysis
- Marketing Research
- Predictive Analytics
- Simulation & Modeling

EXPERIENCE

ITC Limited, Marketing Analyst Intern **Jun 2024 – Jul 2024**

- Conducted 50+ structured surveys across rural markets to evaluate pricing sensitivities and consumer behavior; insights led to a 60% surge in regional sales through optimized trade schemes.
- Analyzed competitor pricing and portfolio benchmarking, identifying three growth levers to drive market-specific pricing and promotional decisions.

HFCL, 5G Research and Development Intern **Jan 2022 – Jun 2022**

- Enhanced hardware integration in BMC, improving system monitoring and boosting product reliability by 20% through agile methodologies, contributing to the rollout of the 5G Macro Radio Unit product.
- Collaborated with five cross-functional teams, delivering insights via 10+ Power BI reports to stakeholders.

PROJECTS

Customer Churn Prediction Model ***Python, ML***

- Extracted and pre-processed gas and electricity customer transaction data using SQL performed detailed EDA and build a PowerBI dashboard to uncover behavioral churn signals.
- Built Random Forest model with 93% prediction accuracy to identify churn and improve retention rates.
- Identified top churn predictors through feature engineering and improved model recall by 20% through class balancing and tuning.

Urban Mobility Demand Forecasting ***Python, Time Series***

- Developed a time-series forecasting model using Prophet to simulate rental demand under seasonal and weather-driven fluctuations, improving model prediction accuracy by 18%.
- Engineered lagged variables, holiday regressors and trend features, significantly reducing MAPE to 16%.

EV Depot Simulation: Enhancing Urban Charging Efficiency ***Python, Simulation***

- Modeled a real-world e-bus depot (110 buses, 21 chargers) using Monte Carlo simulations to analyze infrastructure bottlenecks and operational efficiency under multiple charging/fleet scenarios.
- Conducted field visits and stakeholder interviews with DTC depot staff to ground model assumptions; replicated queue behavior and SOC transitions using 330+ charging sessions.

ACADEMIC ACHIEVEMENTS

- Semester Topper –Ranked 1st in MBA Semester III based on overall academic performance.
- Finalist – SPJIMR NITI Aayog Case Competition (2024), presented SDG policy reforms for Rajasthan.