

EKTA YADAV

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OBJECTIVE

Motivated Chemical Engineering undergraduate at IIT Guwahati with a growing interest in data analytics, machine learning, and technology-driven problem solving. Seeking opportunities to apply analytical thinking, programming, and data-driven decision-making skills through projects, internships, and collaborative learning experiences while continuously expanding my technical expertise.

EDUCATION

- Indian Institute of Technology Guwahati | B.Tech, Chemical Engineering July 2025 – May 2029
- Jawahar Navodaya Vidyalaya, Lucknow | Higher Secondary (CBSE) 2025
- Jawahar Navodaya Vidyalaya, Deoria | Secondary (CBSE) 2023

PROJECT

Customer Value Analytics & Segmentation Project | Consulting & Analytics Club, IIT Guwahati May 2026 – June 2026

- Analyzed customer purchase behavior to identify high-value customer segments and retention opportunities.
- Engineered customer-centric metrics including Dependency Score, Satisfaction Flag, and Value Tiers (Bronze, Silver, Gold, Platinum).
- Performed data analysis using SQL and Microsoft Excel to answer key business questions on loyalty, customer value, and purchasing patterns.
- Designed an interactive Power BI dashboard to visualize customer segmentation, geographic trends, and retention insights.
- Developed data-driven recommendations to support customer engagement, retention strategies, and business decision-making.

LEADERSHIP & POSITIONS OF RESPONSIBILITY

Coordinator – Alcheringa (IIT Guwahati) Nov 2025 – Feb 2026

- Coordinated 5+ event modules during one of North-East India's largest cultural festivals.
- Managed participant flow, logistics, and on-ground execution across multiple teams improving coordination.

ACHIEVEMENTS

- Dakshana Foundation Scholar – Selected for a fully funded two-year residential scholarship program for JEE preparation at the Centre of Excellence, Lucknow.
- Vahani Scholar – Awarded scholarship support under the Vahani Scholarship Program for academic and professional development.
- Winner – Parade Competition, Inter-Hostel Competition, IIT Guwahati (2026).
- Winner – Kho-Kho Competition, Spardha (Inter-Hostel Sports Competition), IIT Guwahati (2026).

SKILLS

- SQL, Power BI, Microsoft Excel, C Programming
- Data Analysis, Feature Engineering, Customer Segmentation