

EDUCATION

University of Westminster

MSc Data Science and Analytics

London, UK
Jan 2025 - Jan2026

- **Data Mining & Machine Learning:** Classification, regression, clustering, neural networks, model evaluation.
- **Data Visualization & Dashboarding:** Data storytelling, Tableau, Power BI, advanced Excel dashboard, interactive visualization.
- **Business Analytics:** Decision analysis, linear programming, time series forecasting, risk analysis, using palisade tools.
- **Simulation Modelling:** Stochastic and deterministic simulations, @Risk, Simul8, modelling for operational decision.
- **Data Warehousing & Business Intelligence:** ETL process, data mart design, OLAP, multidimensional modelling, SQL or BI.
- **Web and Social Media Analytics:** Data Collection via APIs, text mining, sentiment and topic modelling, social media metric analysis.

Chandigarh University

Batchelors in Computer Applications

Chandigarh, India
July 2020 - July 2023

- **Programming and Software Development:** Python, Java, Object Oriented Programming, Software engineering principals.
- **Statistics and Data Analysis:** Probability, inferential statistics, hypothesis testing, regression analysis.
- **Business and IT Integrations:** Information system management, digital business strategy, IT project management.
- **Web Development:** HTML CSS, JavaScript, React, NodeJS, Rest APIs, MongoDB

WORK EXPERIENCE

The Future University

Assistant Operation Manager

Chandigarh, India
June 2023 – July 2024

- Managed **2 teams (25 members)** looking at class scheduling, attendance tracking, and customer service of **50+ classes daily**.
- Integrated **Meta WhatsApp API** using python/JavaScript and webhooks, increasing throughput to **80 msgs/sec**, automating reminders or **1M+ users daily**.
- Design **Retargeting Campaigns** with CRM segmentation and funnel analysis, increasing Masterclass Attendance and generating extra revenue with **250+ ROI**.
- Conducted **A/B testing, Attendance forecasting, cohort analysis**, and **EDA** to optimise messaging strategies and improve engagement metrics.
- Led **Customer Service team (15 members)**, developing Excel dashboards and automated reports to enhance resolution time and satisfaction.

The Future University

Assistant Operation Intern

Chandigarh, India
Dec 2022- June 2023

- Developed **CRM-Based WhatsApp Automation** workflows to improve class attendance.
- Executed **retargeting Strategies** through segmentation and campaign analysis, boosting conversions.
- Performed **daily descriptive analysis** to support operational planning and reporting.

Chandigarh University.

Research Analyst & Developer

Chandigarh, India
Feb 2022 – October 2022

- Enhanced university **student dashboard (C#, SQL)** by improving dashboard, adding marks fields and fixing 30+ bugs.
- Conducted **TikTok data analysis** using Python (Pandas, NumPy), performing time series analysis, correlation matrix, clustering and sentimental analysis (NLTK, TextBlob).
- Created **Visualizations (Matplotlib, Seaborn)** and presented insights with actionable recommendations or research.

SKILLS

- Python (Pandas, Numpy, Scikit-learn, TextBlob)
- SQL (data extraction, cleaning, queries, joins)
- R (basic statistical analysis, visualizations)
- Excel (advanced formulas, pivot tables, dashboards)
- Machine Learning (classification, regression, clustring, model evaluation)
- Deep Learning (ANN, CNN, RNN basics)
- Natural Language Processing (text mining, sentiment analysis, topic modelling)
- Data Visualization (Matplotlib, Seaborn, Tableau, Power BI)
- A/B Testing, cohort analysis, funnel analysis
- Segmentation & Clustering (K-means)
- Time Series Analysis, hypothesis testing, correlation analysis
- ETL process and EDA
- CRM tools and automation (Zapier, webhooks, Meta/WhatsApp API Integrations)