Aakarsh Gupta

New York City Metropolitan Area

✉ aakarshgupta507@gmail.com ☏ 347-893-7163
in [guptaaakarsh](#) ⇱ [aakarsh507.github.io](#)

EDUCATION
==

Purdue University West Lafayette, Indiana   August 2023 - May 2027
Bachelors of Science in Computer Engineering with Concentration in AI, Minor in Management   **GPA: 3.69**

- Recipient of RCA Zworykin Scholarship   July 2024
- Dean's List and Semester Honors   Fall 2023, 2024 | Spring 2024

SKILLS
==

- **Computer Skills**: MS Suite (Word, Excel, PowerPoint), G Suite (Drive, Sheets, Slides, Docs), CAD (AutoCAD, Tinkercad, VCarve, OnShape), OS (Linux, Windows, IOS)
- **Programming**: HTML, CSS, Python, C, C++, SQL, MATLAB
- **Libraries/Tools**: Arduino, TensorFlow, GitHub, Visual Studio Code, Git, pandas, NumPy, scikit-learn, Matplotlib
- **Coursework**: Advanced C Programming, Python for Data Science, Electrical Engr Fundamentals I, Discrete Math, Management Accounting, Microeconomics

EXPERIENCE
==

Product and Data Analysis Intern   June 2024 - August 2024
Purity Products   *Plainview, New York*

- Utilized generative AI tools to analyze Lifetime Value (LTV) data, enabling advanced segmentation and pattern recognition. Delivered a comprehensive knowledge set presentation outlining key customer demographics, purchase behaviors, and geographic trends to inform strategic business and marketing initiatives.
- Contributed to the implementation of a new product detail page by redesigning and refreshing product presentation. Enhanced the user interface and experience, resulting in improved customer engagement and satisfaction by 15%.
- Partnered with cross-functional teams to seamlessly integrate updated design elements into the product detail page. Ensured alignment with overall brand aesthetics, company objectives, and enhanced functionality.

Digital Marketing Intern   July 2023 - August 2023
Purity Products   *Plainview, New York*

- Utilized advanced Excel functions, including VLOOKUP, to input and analyze retail data, ensuring accurate and well-organized information.
- Developed and maintained spreadsheets for tracking sales, inventory, and customer engagement metrics, enhancing data-driven decision-making processes.
- Leveraged Python, utilizing libraries such as pandas and scikit-learn, to conduct comprehensive customer segmentation analysis. Uncovered distinct segments based on behavior and Lifetime Value (LTV), employing advanced techniques for data clustering and classification.

Software Competition Team Member   August 2023 - May 2024
Purdue Aerial Robotics Team   *West Lafayette, Indiana*

- Learned Linux command line skills using Ubuntu, enhancing my proficiency in navigating and utilizing various Linux-based systems, essential for controlling our flight system.
- Played a pivotal role in integrating NixOS onto the flight computer, contributing significantly to the project's ongoing progress and development by accelerating project milestones by 20%.

PROJECTS
==

Cats vs. Dogs Image Recognition   November 2023
- Developed an image classification system leveraging Convolutional Neural Networks (CNNs) to discern between cats and dogs with 95% accuracy.
- Constructed user-friendly functionalities, including model training using CSV-formatted cat and dog image data, user image classification, and feedback correction for model improvement.
- Developed a Python-based program enabling image classification by offering a menu-driven interface. Integrated functions for model training, image preprocessing, classification, and user interaction.