Aakarsh Gupta

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EDUCATION

Purdue University West Lafayette, Indiana | August 2023 - May 2027
Bachelors of Science in Computer Engineering with Concentration in AI, Minor in Management | **GPA: 3.68**

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

EXPERIENCE

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

- Conducted in-depth analysis of Lifetime Value (LTV) data to develop a comprehensive knowledge set presentation, identifying key customer demographics, purchase behaviors, and geographic trends to inform strategic business decisions and marketing strategies.
- Assisted in the implementation of a new product detail page, contributing to the redesign and refreshing of product presentation, enhancing user interface and user experience for increased customer engagement and satisfaction.
- Collaborated with cross-functional teams to integrate updated design elements into the product detail page, ensuring seamless functionality and alignment with overall brand aesthetics and company objectives.

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.

PROJECTS

Cats vs. Dogs Image Recognition | November 2023

- Developed an image classification system leveraging Convolutional Neural Networks (CNNs) to discern between cats and dogs, aiming to delve into AI and image recognition.
- 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.

SKILLS

- **Computer Skills**: MS Suite (Word, Excel, PowerPoint), G Suite (Drive, Sheets, Slides, Docs), CAD (AutoCAD, Tinkercad, VCarve, OnShape), OS (Linux, Windows, IOS), DaVinci Resolve
- **Programming/Tools**: HTML, CSS, Python, C, C++, SQL, MATLAB, Visual Studio Code, GitHub
- **Technical Skills**: Arduino, Raspberry Pi, Soldering, Laser Cutter, ShopBot
- **Coursework**: Advanced C Programming, Electrical Engr Fundamentals I, Discrete Math, Management Accounting, Microeconomics