AATISHYA SOOD

ACADEMIC PROFILE

Degree/Certificate	Institution	Percentage/CGPA	Year
IDD	Metallurgical Engineering IIT (BHU), Varanasi	8.35	2024
CBSE (XII)	JCB Senior Secondary School	90.20	2019
CBSE (X)	Convent of Jesus and Mary	95.00	2017

INTERNSHIP/TRAINING

Product Management Intern, SayF (a personalised finance app)   May 2023 - July 2023

Reduced customer acquisition cost, boosted activation/engagement and devised strategies for scalability

- Researched **3** strategies (gamification, social media presence, campus ambassador) to reduce the acquisition cost
- Identified 'trust building' to be a key factor for **>50%** fintech customers and explored strategies to boost this factor
- Proposed improvements in user experience to enhance user activation by **25%** and elevate engagement by **30%**

Data Science and Analytics Intern, Indian School of Business (ISB)   June 2022 - July 2022

Carried out a thorough analysis of social media ads using natural language processing (NLP)

- Identified impact of leadership characteristics on marketing strategies in **$7B** global social media marketing context
- Used **YouTube API** to extract data & performed **data preprocessing** to clean & organize raw data into useful format
- Conducted **sentiment analysis** using **NLP** techniques, including **textblob** and **text2emoticon**, to establish the correlation between sentiment and ad performance through polarity analysis and sentiment segmentation
- Carried out analysis of ad effectiveness with respect to metrics such as **views, likes, comments, vitality** and more

PROJECTS

Consulting Project, ShARE IIT BHU   December 2022

- Developed a typology framework for purpose-led companies based on research and analysis of **50+** organizations
- Identified about **41%** consumers rate environmental and social consciousness as their key purchasing criteria
- Established a typology framework based on **demographics, product categories & geography** specifically for purpose-led companies operating in emerging markets, providing a roadmap for success

Memor.AI, Inter IIT Tech Meet   February 2023

- Developed an application to enhance **3-step** learning process in students using AI
- Researched the edtech space and identified gaps in the present learning journey of about **300Mn+** students
- Formulated an AI based tool, Memor.Ai, improving the retention capacity by **150%** compared to traditional methods
- Incorporated flashcards based on **spaced repetition**, to further enhance the learning journey

Exploratory Data Analysis   March 2023

Built Strategic Marketing Campaigns, SayF

- Researched **3+** strategies (gamification, niche social media presence, etc.) to reduce customer acquisition cost for SayF
- Identified 'trust building' to be a decisive factor for **>50%** fintech customers and devised strategies to overcome the barrier
- Suggested UX enhancements to increase user activation by **25%** and engagement by **30%**. Incorporated signup bonus, level increases

Identification of Fraudulent Credit Card Transactions   December 2021

- Built a **logistic regression** fraud detection model which classifies **highly suspicious credit card transactions**
- Performed **undersampling** to handle unbalanced dataset & **data preprocessing** using pandas and numpy
- Carried out **EDA** by data visualization using matplotlib and seaborn to identify trends in the dataset
- Executed **hyperparameter tuning** using grid search to improve performance and achieved an accuracy score of **0.93**

Wine Quality Prediction using Machine Learning Techniques   December 2022

- Thoroughly analyzed a dataset consisting of **11** different quality indicating parameters for prediction of wine quality
- Performed **EDA** using plots, **heatmap** to understand distribution and **correlation** between various factors and quality
- Performed data handling by **imputing missing values**, **one-hot encoding**, and feature **normalization**
- Built different classification models and achieved the highest accuracy of **89%** by using **Random Forest Classifier**

YouTube Ad Optimizer, Produscope'21 IIT Guwahati   August 2021

- Performed extensive **market research** on YouTube & social media ads to understand trends and revenue systems
- Identified **irrelevance (44%)** and **frequency (39%)** of ads to be major factors behind consumer frustation
- Designed **'SteADfast'**, an ad disabler based on rewarding users who deliberately watch a 45 seconds ad with 30 minutes ad free time, available for free use twice a day & used it as a **nudge** to lure users towards YouTube Premium

Product Design Project, Drekshan	December 2021

- Brainstormed about **user personas** and **use cases** for the app by conducting 12 user interviews.
- Performed extensive **user research** and utilized **design thinking principles** to ideate basic user flow of the app.
- Formulated wireframes and designed **high-fidelity mock-ups** for the decided customer journey using Figma.

Stock Price Prediction using NLP	September 2021

- Worked on combining NLP with **time series analysis** to improve prediction under the Business Club.
- Developed a model that merged insights from historical data and news analytics by NLP.
- Analyzed polarity of data using **VADER sentiment analysis**, **SVM** classifiers on TF-IDF embeddings.
- Forecasted the closing price of a stock using **LSTM networks** on the new extracted features.

POSITION OF RESPONSIBILITY

Publicity Manager at Technex'22, IIT(BHU) Varanasi	January 2022 - March 2022

Responsible for publicity of one of the largest techno - management festivals, organized by IIT(BHU) Varanasi

- Oversaw organization of various virtual outreach programs leading to an increase in participation nationally by **30%**
- Coordinated and managed **110+ campus ambassadors**, bringing **2000+** registrations from all across the country
- Managed a team of **25+** members in organizing publicity initiatives aimed to maximise the reach of events

Web and Branding Head at E-Cell, IIT(BHU) Varanasi	May 2021 - May 2022

Part of the core team leading 100+ members to promote entrepreneurship at IIT(BHU) Varanasi

- Led a team of **25+** members in brainstorming and formulating various **growth and branding strategies**
- Executed **marketing campaigns** that led to an increase in reach on Instagram by **90%** and LinkedIn by **97%**
- Successfully led the organization of a **UI/UX competition** (Design Rush'21), with **150+** participants across the country

HONOURS AND ACHIEVEMENTS

- Founded and established **Aavaran**, Fashion Club IIT BHU having **30+** members in the debut year
- Led a team of **13** members that stood **6th** at the **Inter IIT Cultural Meet 5.0** in the fashion category
- **Runners Up** – Produscope'21, **National Level** Product Management competition organised by IIT Guwahati
- **State Rank 4**, amongst the **top 1%** nationally amidst 7 lakh students in **NTSE** Stage I (2016).
- Represented IIT BHU as part of the gradCapital team (startup competition) at **Inter IIT Tech Meet 11.0**
- **State Rank 4**, amongst the **top 1%** nationally amidst 7 lakh students in **NTSE** Stage I (2016)
- Mentored the **winning team** of Aagman'21, an intra-freshers dance competition organized by IIT(BHU) Varanasi

T: 9318646046 **E:** aatishyasood@gmail.com **Address:** Arindams Villa, Beolia, Shimla