Aditya Kumar Sasmal

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EDUCATION

MSc Computer Science (Artificial Intelligence Major)   *Sep,2022 – Dec,2023*
University of Nottingham, United Kingdom

B-Tech in Information Technology   *Jul,2018 – May,2022*
University of Mumbai, India

PROFESSIONAL EXPERIENCE

Strategy Consultant Intern | *BCG, Forage*   *Nov,2024 – Present*
- Designed data-driven sales strategies that improved **market penetration by 15%,** leveraging market research, competitor analysis, and SWOT assessments.
- Built predictive models that enhanced **customer retention by 20%** and optimized sales frameworks for 5+ client projects.
- Spearheaded digital transformation initiatives, driving **operational efficiency improvements of 30%** across client workflows.

Associate Consultant | *Delphi Consulting Middle East, Dubai, UAE*   *May,2024 – Dec,2024*
- Delivered co-pilot solutions for Al Masaood, increasing **client conversion rates by 25%** through workflow optimization.
- Led a 10-member team to build a unified data infrastructure for HUDA Beauty using Microsoft Fabric, ensuring seamless scalability.
- Created Power BI dashboards, optimizing financial health tracking and reducing **attrition rates by 15%.**

Data Scientist Intern | *iNeuron Intelligence Pvt Ltd*   *Jan,2024 – Jun,2024*
- Transformed raw financial data into actionable insights for a Deloitte case study using Python and Power BI.
- Built aviation dashboards to optimize flight efficiency, **reducing route costs by 12%** through data analysis.
- Implemented machine learning models, improving decision-making accuracy and **driving 20% operational improvements**.

Accomplishments

- Achieved **Distinction** for a Twitter data analysis project on Databricks, presented to industry experts during my Master's program.
- Spearheaded workforce strategy initiatives, driving a **30% financial growth** in catering, inventory and stakeholder engagement.
- Published research in International Journal for Development of SCM on Big Data Analytics in supply chain management.

SKILLS

• Python	• SQL, NoSQL	• Power BI	• Machine Learning	• GenAI
• Advanced Excel	• AWS	• Microsoft Azure	• Spark	• Hadoop
• Microsoft Fabric	• Deep learning Models	• Automation	• Root Cause Analysis	• BRD Documentation
• A/B Testing	• Streamlit	• Tableau	• Jira	• AWS CloudWatch

PROJECTS

Flu Vaccination Uptake Prediction | *MS Fabric, Lakehouse, Databricks Link*
- Partnered with clients in the healthcare sector to analyze vaccination uptake trends, providing insights to inform public health campaigns.
- Executed **10-split KFold cross-validation**, fine-tuning feature selection to enhance model evaluation and accuracy.

Mobile Market Classification | *Python, AWS (S3, IAM, Glue, Athena, QuickSight)*
- Worked cross-functionally to streamline data processes, enabling more efficient analysis of client market trends and identification of opportunities for expansion.
- Leveraged data insights to collaborate with clients on optimizing their marketing strategies, resulting in a **15% increase in sales and a 20% improvement** in customer satisfaction.
- Provided clients with data-driven reports on vaccination trends, enabling them to tailor their communication and outreach strategies to promote seasonal flu vaccinations.

Idiom Translation Model | *Hugging Face, Transformers, NLP Libraries*
- Designed a BERT & MarianMT transformer-based idiom translation model **achieving 87% BLEU score** for English-Hindi translations, preserving linguistic context and cultural nuances.
- Fine-tuned pre-trained models and optimized contextual understanding using advanced tokenization techniques.
- Developed a user-friendly Streamlit interface for real-time multilingual communication.

CERTIFICATIONS

- **Microsoft Fabric Analytics Engineer Associate, DP-600** | Link   *Jul,2024*
- **Microsoft Azure Fundamentals, AZ-900** | Link   *Jul,2024*
- **Microsoft Python Certification, MTA-9831** | Link   *Jun,2021*
- **Tableau**, Udemy | Link   *Jun,2023*