

# Chinmay Arora

Data Scientist | Data Analyst | Machine Learning Engineer | Gen AI Engineer

Minneapolis, USA

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## Education

**Master of Science (M.S.)**  
Data Science, 3.59 GPA

University of Minnesota, Twin Cities, MN, USA  
09/2023-12/2025

**Relevant Coursework:** Data Mining, Machine Learning Fundamentals, Categorical Data Analysis, Multivariate Analysis, Spatial Data Science, Visualization with AI, Principles and Architecture of Database Systems, AI using Bayesian Optimization and RL for Decision Making

**Graduate Research Volunteer:** Data Analysis and Management Research Group, Dr. Jaideep Srivastava – work on Gen AI, RAG agentic systems and SLMs

**Bachelor of Technology (B.Tech.)**  
Computer Science and Engineering, 8.98/10 GPA

SRM Institute of Science and Technology, Kattankulathur, India  
06/2019-05/2023

*Activities:* Project Head – Enactus SRM (led student social innovation projects); Product Manager – Enactus Marketplace (campus startup initiative)

## Relevant Work Experience

**Graduate Research Assistant (Consultant), CURA, University of Minnesota**

**Minneapolis, MN, USA; 05/2023-12/2025**

- As part of the *Hennepin-University Partnership (HUP)*, collaborated with Hennepin County's Digital Experience and Innovation & Data Analytics teams to create **data-driven resident personas** to enhance digital service accessibility by identifying local community segments. Applied demographic clustering, behavioral analysis, and segmentation modeling on census and marketing data to inform inclusive, user-centered design improvements for county-wide digital platforms.
- Developing an **AI integration and evaluation framework** for responsible use of AI in county operations to define **impact and risk metrics**, assessing fairness, and exploring **human-in-loop and bias mitigation strategies**.

**Data Science Intern, MarketMakerCRE** (Real Estate Analytics)

**Remote/ FI, USA; 07/2024-09/2024**

- Developed and deployed **scalable data pipelines** using Python (BeautifulSoup, Selenium, aiohttp) and Azure (Data Factory, Functions) to collect, transform, and store real estate data in MongoDB and Azure SQL, improving acquisition speed by 4x.
- Applied machine learning models (XGBoost, Random Forest, KMeans) and statistical techniques (PCA, SHAP, LIME) for property valuation and segmentation, enhancing predictive insights and model transparency.

**Data Analyst - Marketing Intern, Confetti AI** (EdTech/Careers Startup)

**Remote/ FI, USA; 05/2024-07/2024**

- Performed data-driven marketing analytics using **A/B testing**, engagement analysis, and statistical modeling for optimizing targeted campaigns and improving conversion rates by 25% while enhancing customer segmentation accuracy.
- Developed **interactive analytics dashboards** to track key KPIs and collaborated with DevOps to refine AI-driven algorithms for boosting user engagement with career tools by 20% and accelerating feature deployment.

**Business Analytics Intern, Daikin India** (Manufacturing Division)

**Gurugram, India; 06/2022-07/2022**

- Designed and deployed QlikSense Sales Analytics Dashboards and Python-based NLP chatbots (Flask, Pinecone, spaCy, NLTK), aiming to boost sales visibility by 35%, improve decision speed by 25%, and reducing customer response time by 40%.
- Automated employee workflow and reporting systems using ASP.NET (C#), enhancing operational efficiency by 50% and enabling data-driven insights through real-time monitoring.

## Projects

**Logistics Finance BI Dashboard** – Developed an end-to-end business intelligence solution for a freight forwarding (logistics) client. Utilized SQL, **Power BI**, and Excel VBA to automate financial reporting and asset tracking, cutting report preparation time by 30%. Integrated data from operations and accounting (ETL pipeline) to produce interactive dashboards for trend analysis and forecasting in supply chain management.

**Social Media Insight Analysis** – Applied NLP and trend analytics to social media data for a small business. Identified patterns in customer sentiment and engagement, enabling marketing managers to adjust content strategy in response to emerging trends and improve **ROI** on advertising spend.

**Geographical SDOH and Diabetes Outcomes Analysis with Causal Inferencing:** Conducted geospatial and statistical analysis using Python (GeoPandas, PySAL, Scikit-learn), R, and ArcGIS Pro to identify spatial health disparities across Minnesota, integrating datasets such as ADI, SVI, and BPIC electronic medical records

## Relevant Skills

**Data Analysis:** Statistical Analysis (t-tests, regression), Exploratory Data Analysis, Data Cleaning & Transformation.

**Business Intelligence:** Dashboarding & Reporting (Power BI, Tableau, QlikSense); KPI development; Excel (PivotTables, VLOOKUP, VBA automation).

**Databases & ETL:** SQL (queries, joins, indexing); NoSQL (MongoDB basics); ETL pipeline development; data warehousing concepts.

**Technical Tools:** Python (pandas, NumPy, matplotlib), R; Web Scraping (for data collection); Azure Data Services; MS Office (Excel, PowerPoint).

**Domain Knowledge:** Marketing Analytics, Customer Segmentation, Supply Chain & Logistics data, Financial Analytics, A/B Testing methodology.

**Soft Skills:** Communication of data insights, Storytelling with data, Cross-functional teamwork, Agile project experience, Problem-solving and critical thinking.