

VARNIKA KALANI

vkalani@bu.edu | (857) 328-6911 | Boston, MA | [LinkedIn](#) | [GitHub](#)

EDUCATION

Boston University: College of Arts and Sciences; Boston, MA

May 2026

Bachelor of Arts in Data Science with Minor in Business and Administration

Relevant Coursework: Financial Accounting, Business Decision-Making with Data, Applied Programming for Investments, Probabilistic and Statistical Decision-Making for Management, Programming for Data Science

WORK EXPERIENCE

Girls Who Code; Boston, MA

Sep 2024 – Dec 2024

Mentorship Program Facilitator

- Served as a Bits Facilitator in the Bits & Bytes Mentorship Program, a Girls Who Code BU initiative.
- Conducted weekly virtual coding workshops for grades 3–5, teaching Python, Scratch, and foundational computer science principles.

Mauve; Rajasthan, India

May 2023 – June 2024

Social Media Analytics

- Developed and implemented targeted ad campaigns based on demographic data and user engagement metrics, increasing social media-driven sales by 15% over a three-month period.
- Analyzed social media trends and feedback to refine marketing strategies, which enhanced brand visibility and improved customer satisfaction ratings.

World of Stones; Maryland, USA

Dec 2023 – Feb 2024

Data Analytics Intern

- Identified key performance indicators for sales and customer engagement through comprehensive exploratory data analysis, providing actionable insights that informed strategic decision-making.
- Visualized complex data sets using tools like Tableau and Python's seaborn, enhancing stakeholder understanding of underlying trends.

Magneto IT Solutions; Pune, India

May 2023 – Aug 2023

Data Analytics and Application Intern

- Developed an iOS application using Swift, optimizing UI/UX and backend performance to enhance user engagement.
- Integrated data-driven insights and advanced algorithms, ensuring seamless functionality and scalability.

PROJECTS

SAAF

Dec 2022 - Dec 2023

- Developed an iOS app to address water shortages in Rajasthan, facilitating NGO distribution of testing kits.
- Designed a user-friendly interface and optimized backend performance using advanced data structures.

Graph-Based Network Analysis: Average Distance Calculation

Feb 2024 – Mar 2024

- Analyzed MIT call data using graph traversal algorithms in Rust to compute average node distances.
- Optimized the program for large datasets, providing insights into network connectivity and efficiency.

Diabetes Prediction Model

Oct 2024 – Dec 2024

- Built a Random Forest model to predict diabetes, prioritizing recall for accurate case detection.
- Implemented Random UnderSampling to tackle class imbalance, achieving a 73.2% recall for enhanced case detection.
- Applied dimensionality reduction (PCA) and performed hyperparameter tuning to optimize overall performance metrics.

LEADERSHIP

Delta Kappa Alpha, Member

Sept 2023 - Present

- Led and coordinated Delta Kappa Alpha's key events, promoting collaboration and fostering a deeper appreciation of cinema among members and the broader community.

Social Impact Film Festival, Volunteer

January 2024 - April 2024

- Coordinated logistics and programming for the Social Impact Film Festival, enhancing attendee experience and engagement through well-executed screenings and event.

SKILLS

Computer: G-Suite | Microsoft Office (Word, Excel, Powerpoint) | Web Development | Python, Java, SQL | Canva, Photoshop, Adobe