

# AADITYA SINHA

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## Education

**Indian Institute of Technology, Jammu**

**Nov 2022 – Jan 2026**

*B.Tech (7.81 CGPA)*

*Jammu, India*

## Experience

**Reliance Industries**

**May 2025 – Jun 2025**

*Technical Intern*

*Jamnagar, India*

- Assessed plant data sets, achieving a 15% improvement in overall steam efficiency through process optimization.
- Crafted dashboards to track 10+ parameters, reducing manual monitoring time and enabling quicker decision-making

**M & B Digital Ventures**

**Feb 2025 – Apr 2025**

*Project Management Intern*

*Gurugram, India*

- Introduced 10+ Shopify product listings, managing stock levels and daily orders, and ensuring seamless operations.
- Built 3 Excel financial models reducing errors by 7%, while managing YouTube growth with 10+ videos.

**Indian Institute of Technology, Kanpur**

**Jun 2024 – Aug 2024**

*Machine Learning Intern*

*Kanpur, India*

- Developed a machine learning algorithm for facial expression analysis of 6 human emotions using fractal dimensions.
- Validated the Indian Affective Picture Database (IAPD), implementing the algorithm on a dataset of 19 candidates.

**TTBTE Ventures**

**Oct 2023 – Apr 2024**

*Business Analyst Intern*

*Mumbai, India*

- Conducted market analysis for 20+ startups, evaluating 50+ datasets and extracting strategic business insights.
- Designed 15+ pitch decks emphasizing growth strategy, contributing to funding success for 3 early-stage startups.

## Projects

**A/B Testing Analysis** | *Python Pandas, EDA, A/B Hypothesis* | GitHub

**Jul 2025 – Aug 2025**

- Optimized ad budgets via A/B testing and automation, improving ROI insights by 25% and evaluation efficiency by 40%.
- Analyzed 10,000+ records to identify performance drivers, enhancing campaign strategies and decision-making.

**Online Banking Analysis** | *Python, PySpark, Pandas* | GitHub

**Jul 2025 – Aug 2025**

- Processed and evaluated 126K+ banking records using PySpark, Pandas, Matplotlib and Seaborn.
- Engineered 15+ transaction features and generated 10+ visual plots for customer loan analysis, improving insights.

**Churn Forecasting with ML** | *Python, Scikit-learn, XGBoost* | GitHub

**Jul 2025 – Aug 2025**

- Analyzed 10,000 customer records from Churn Modelling dataset, identifying key churn drivers via data exploration.
- Implemented five ML models with feature optimization and SMOTE balancing, achieving prediction accuracy of 85%.

**SQL-Based Data Analytics Engine** | *Python, Excel, MySQL* | GitHub

**May 2025 – Jun 2025**

- Created 20+ complex SQL queries on datasets of 10K+ records, improving data retrieval efficiency.
- Built analytics reports from SQL outputs, enhancing key metrics visibility for faster business decision-making.

## Technical Skills

**Programming:** Python, C++, SQL

**Tools:** Apache Spark, Apache Airflow, Databricks, PowerBI, Tableau, MS Excel, SSMS, GitHub

**Libraries:** Pandas, Numpy, Scikit-learn, PySpark, Polars, Seaborn, Matplotlib, SciPy

## Leadership

**Inter Branch Tech Competition**

**Dec 2024 – Jan 2025**

*Convener and Winner*

*IIT Jammu*

- Led a 50-member team to organize and won inter-branch tech competition - Nexus.