

AJAY SHARMA

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SUMMARY

- Recent UC Berkeley graduate with a double major in Statistics and Applied Mathematics (Data Science). Strong decision-making skills and a deep interest in data science, financial analytics, and education.
- Passionate about using data to optimize business processes, track performance metrics, and support cross-functional decisions through actionable insights and interactive dashboards.
- Proven expertise in data-driven projects: Developed a predictive model for housing prices, ranking in the top 2% out of 1200 students. Built a solid foundation in both theoretical and applied machine learning.
- Leadership and Impact in Education: Co-founded the American Allegiance of Education, a non-profit focused on empowering students through STEM. Organized a global hackathon with 155 participants, secured \$16,419 in sponsorships, and mentored participants in domains such as data science, machine learning, and software engineering.
- Strong communicator and educator: Taught and mentored students in mathematics, statistics, and computer science through community programs. Integrated data-driven pedagogy and fostering academic growth.
- Skilled in deriving insights from data: Delivered recommendations using agile methodology during the Beats by Dre Consumer Insights Internship, contributing to strategic decisions through data analysis and data visualization.
- Highly motivated and organized, with a demonstrated ability to lead collaborative projects, teach complex concepts to diverse audiences, and bridge the gap between technical analytics and real-world applications.

EDUCATION

University of California, Berkeley

Aug 2023 - May 2025

Double Major: B.A. Statistics, B.A. Applied Mathematics (Data Science)

Berkeley, CA

- **Relevant Coursework:** UGBA 102A: Financial Accounting, UGBA 104: Business Analytics, CS 61A: Structure & Interpretation of Programs, CS 61B: Data Structures, DATA 100: Principles & Techniques of Data Science, STAT 133: Concepts in Computing with Data, STAT 154: Modern Statistical Prediction & Machine Learning.

PROFESSIONAL EXPERIENCE

Beats by Dre

Jun 2024 - Aug 2024

Data Analyst (Internship)

Fremont, CA

- Leveraged Natural Language Processing (NLP) techniques in Python to analyze over 500+ customer reviews from platforms such as Amazon, utilizing sentiment analysis to uncover key trends in consumer preferences and pain points.
- Conducted comprehensive data preprocessing (of large data base), including text cleaning and tokenization to extract meaningful insights from unstructured data.
- Developed a customer segmentation strategy based on sentiment clusters, enabling the identification of 10+ distinct visualizations, leading to tailored marketing campaigns and personalized product recommendations.
- Identified actionable insights on consumer priorities (e.g., sound quality, design, price sensitivity), contributing to a 15% improvement in targeted marketing by refining campaign messaging and alignment with audience profiles.
- Analyzed customer sentiment trends, defined satisfaction metrics, and identified key feature preferences, providing stakeholders with intuitive and interactive tools for decision-making.
- Delivered a final presentation with financial impact recommendations to cross-functional stakeholders and marketing teams, translating technical findings into strategic recommendations that informed product development.

BLCK UNICRN

Jan 2025 - May 2025

AI Researcher & Data Analyst (Internship)

Berkeley, CA

- Applied machine learning techniques (clustering, regression) and integrated retrieval-augmented generation (RAG) agents to define ideal customer profiles and optimize outreach strategies, helping scale the platform.
- Integrated an AI-powered web scraper to automate the data collection pipeline, streamline data aggregation, and enable real-time tracking of KPIs to support strategic recommendations for product innovation.
- Collaborated directly with the marketing team to design and deploy AI-powered promotional agents across platforms including X and Instagram to enhance engagement and brand reach.
- Collaborated with internal stakeholders on forecast modeling and business metric tracking for performance reporting.

SKILLS

- **Programming Languages:** Python, SQL, R (**Advanced**), Java, C++, MATLAB (**Intermediate**)
- **Data Science & ML Tools:** GitHub, NumPy, Pandas, Matplotlib, Scikit-learn, R Shiny, tidyverse, MS Office, LaTeX
- **Statistical Techniques:** Multivariate Data Analysis, Generalized Linear Models (GLMs), ANOVA, A/B Testing

PERSONAL WEBSITE

- **Link:** <https://ajay8005.github.io/personal-website/>