

## ARJUN SINGH

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### EDUCATION

#### SINGAPORE MANAGEMENT UNIVERSITY

Jan 2024 - Jun 2025

##### Master of IT in Business (Data Science and Analytics)

- Key courses studied: Applied Statistical Analysis with R, Data Analytics Lab, Python for Data Science, Customer Analytics and Applications, IT Project and Vendor Management, Data Science for Business, Blockchain Technology, Geospatial Analytics, Text Analytics, Data Science in Financial Services, Financial Market Systems and Technologies

#### UNIVERSITY OF LONDON – Singapore

##### Graduate Diploma in Management

Sep 2022-Aug 2023

- Key courses studied: Managerial Economics, Strategy and Game Theory.

##### Bachelor of Science in Data Science and Business Analytics

Sep 2019-Aug 2022

- Key courses studied: Market Research, Applied Statistics, Advanced Statistics, Machine Learning, Management Science.

### EXPERIENCE

#### Regional SOP Performance & Demand Intern – Danone

Dec 2024 – Jun 2025

- Managed end-to-end data workflows for AMEA's Supply Chain and Global Business Planning systems, covering preparation, consolidation, and analysis to support strategic planning.
- Partnered with global & cross-functional teams to improve BI tools, aligning regional needs with global standards.
- Trained users on end to end data ETL process and BI tools to improve collaboration and efficiency of the team.
- Enhanced BI dashboard efficiency by over 70% by developing efficient metrics, streamlining and data models.
- Collaborated with global business units to design demand forecasting models, increasing forecast accuracy by up to 20%.
- Developed automated metrics and dashboards, reducing manual reporting by up to 100%.
- Maintained and troubleshoot ETL pipelines to ensure data integrity and continuity.
- Developed analytical frameworks and key KPIs to provide actionable insights into CBU performance.
- Created Python script to automate Data ETL process further, improving efficiency and error handling significantly.

#### Graduate Teaching Assistant – Singapore Management University

Aug 2024 – Dec 2024

Graduate Teaching Assistant for IS630- Statistical Thinking for Data Science.

- Facilitated student understanding of coding and statistical concepts to enhance their ability to draw insights.
- Supported the professor by promptly addressing and resolving student inquiries.
- Monitored student engagement throughout the term, fostering an active and collaborative learning environment.

### NOTABLE ACADEMIC PROJECTS

#### LUXASIA (Esentials) Research & Analysis

- Developed a product recommendation system, focused on the e-commerce platform, by analyzing data from over 100,000 transactions, improving precision rate by 20% using collaborative filtering techniques.
- Developed effective and targeted marketing strategies with accurate customer segmentation using RFM analysis.
- Conducted Market Basket Analysis to determine most popular products and brands offered by Esentials and identified frequent itemsets with high lift. Leveraged this information to recommend cross-selling and growth strategies.
- Developed a churn prediction model using supervised machine learning techniques, such as Random Forest, with an accuracy of over 90% and developed strategies to improve customer retention rate.
- Delivered a comprehensive report and detailed PowerPoint presentation to high level stakeholders at Esentials.

#### Hotel Reviews Analysis (Natural Language Processing, LLMs)

- Extracted and cleaned over 100K reviews from TripAdvisor, reducing overall size by over 15%, facilitating efficiency.
- Developed custom VADER model, with over 85% accuracy, to identify top 10 areas of improvement.
- Deployed RoBERTa model using HuggingFace for comparison to VADER, faced a 2% drawdown in F1 score overall.
- Implemented Latent Dirichlet Allocation to identify recurring themes in subsets of reviews (positive/negative)
- Created custom context-specific application to enable user to input sentences to retrieve sentiment.

### ADDITIONAL

- **Certifications:** Google Analytics Individual Qualification, Digital Marketing (HubSpot), SQL for Data Science (GreatLearning)
- **Technical Skills:** Python, R, SQL, Tableau, PowerBI, Excel, Microsoft Office, SAS Viya, Machine Learning, NLP, VBA, Git, Solidity, Google Analytics, Social Analytics, Automation, LLM, Power Automate, Spark
- **House Head Captain-** Led house of over 200 students to victories in multiple events over a year. (2018)
- **Work Authorization:** Indian citizen in Singapore on Student Pass; requires sponsorship for full-time work.