ARJUN SINGH

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EDUCATION

SINGAPORE MANAGEMENT UNIVERSITY   **Jan 2024 - Jun 2025**
Master of IT in Business (Data Science and Analytics) [Magna Cum Laude]

- Key courses studied: Applied Statistical Analysis with R, 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 [Distinction]   **Sep 2022-Aug 2023**

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

BSc. (Hons.) in Data Science and Business Analytics [2:1]   **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 ETL workflows and analyzed sell-in, sell-out, and stock data to support AMEA supply chain planning.
- Built automated dashboards and metrics using Power BI, Power Query, and Power Automate, boosting reporting efficiency by 100%.
- Improved BI dashboard performance by 70% through optimized DAX and data models.
- Developed demand forecasting time-series models that improved accuracy by 20% using historical sales data.
- Created Python scripts to automate ETL, enhancing data processing speed and error handling.
- Collaborated with global teams to align BI tools with regional business needs.
- Ensured data quality by maintaining and troubleshooting data pipelines.

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 (Escentials) Research & Analysis

- Built a product recommendation system using collaborative filtering on 100K+ transactions, improving precision by 20%.
- Performed RFM-based customer segmentation to drive targeted marketing strategies.
- Applied Market Basket Analysis to uncover frequent itemsets and inform cross-sell/growth initiatives.
- Developed a churn prediction model (90%+ accuracy) using Random Forest to enhance retention planning.
- Presented strategic insights and data-driven recommendations to senior stakeholders.

Hotel Reviews Analysis (Natural Language Processing, LLMs)

- Processed and cleaned 100K+ TripAdvisor reviews, reducing data size by 15% to improve model efficiency.
- Built a custom VADER sentiment model (85% accuracy) to identify top 10 customer pain points.
- Compared performance with RoBERTa (Hugging Face), observing a 2% drop in F1 score.
- Applied LDA topic modeling to uncover key themes across sentiment segments.
- Developed an interactive app for context-aware sentiment analysis from user input.

ADDITIONAL

- **Certifications**: Google Analytics Individual Qualification, Digital Marketing (HubSpot), SQL for Data Science (GreatLearning)
- **Technical Skills**: Python, R, SQL, Tableau, PowerBI, Excel, Power Query, Power Automate, Microsoft Office, SAS Viya, Machine Learning, NLP, VBA, Git, Solidity, LLM, Spark, Financial Modelling
- **House Head Captain-** Led house of over 200 students to victories in multiple events over a year. (2018)
- **Location: Singapore | Work Authorization**: **India [Citizen], Singapore [Require Sponsorship]**