

Bhavya Arora

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EDUCATION

Thapar Institute of Engineering and Technology

Bachelor of Engineering in Electrical

Patiala, India

Nov 2022 – May 2026

Oxford Senior Secondary School

Central Board of Secondary Education

Delhi

May. 2018 – May 2020

EXPERIENCE

Data Analyst Intern

(Jun 2025 – Jul 2025)

Nikah Forever

Delhi, IND

- Analyzed user engagement and demographic data using Python and Excel, delivering insights that boosted user retention by 15% and improved match relevance by 20%.
- Synthesized engagement KPIs and reports for the social media team, driving a 15% increase in user interactions.
- Conducted EDA on customer feedback and onboarding funnel, identifying UI/UX issues that led to a 25% reduction in user drop-off during the signup process.

Summer Intern

(Jun 2024 – Jul 2024)

Botted Technologies

Gurugram, IND

- Conducted research on market trends, identifying key opportunities for growth via benchmarking strategies of 5 competitors.
- Implemented a customer relationship management (CRM) system, tracking interactions and segmenting audiences, enhancing personalization, and resulting in 47+ customer leads.
- Developed and implemented marketing strategies, targeting 100+ customers (Schools, Universities) to drive brand awareness and business success.

POSITIONS OF RESPONSIBILITY

Joint Secretary | *ENTREPRENEURSHIP DEVELOPMENT CELL, TIET*

(Oct 2024 - Present)

- Led a 200-member team to execute a multi-event annual summit featuring workshops, case competitions, and a keynote by Ashneer Grover; raised 1.5L to support early-stage student startups.

Finance & Documentation Lead | *TEDXTIET, TIET*

(Jul 2024 - Present)

- Managed 5L+ budget, secured 2L+ in sponsorships, and coordinated logistics for 20+ speakers, ensuring smooth execution across 10+ vendors with accurate documentation and scheduling.

PROJECTS

FarmEye | *Python, YOLOv8, OpenCV, ROS, GNSS RTK, Raspberry Pi.*

(May 2025 - Present)

- Built “FarmEye,” an AI-powered precision agriculture system combining GNSS RTK (± 2 cm accuracy) and computer vision, achieving 92% accuracy in real-time plant vs. weed detection.
- Automated precision spraying reduced chemical usage by 35% and improved field monitoring efficiency by 50% through geo-tagged weed density mapping.

Intelligent Business Reporting & Analytics Engine | *Python, Pandas, Matplotlib, python-pptx*

(Jul 2025)

- Orchestrated a data-to-report pipeline to generate professional reports with KPIs and visualizations in a single click, boosting efficiency by over 80%.
- Pioneered a context-aware engine to extract the top 3 actionable insights from business data (sales, HR), empowering faster, data-driven decisions

SKILLS

Languages: Python, C/C++, SQL, HTML/CSS, MATLAB

Developer Tools: Google Cloud Platform, Visual Studio, GitHub

Data Science and Machine Learning: Scikit-learn, TensorFlow, Keras, PyTorch, Transformers, NLP, Computer Vision, Deep Learning

Non-Technical: Product Management, Leadership, Adobe Photoshop, AutoCAD, Market Analysis

Others: Tableau, Power BI, Microsoft Excel, Machine Learning, IoT, Embedded C, Data Analytics