

JAY SONI

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SUMMARY

Data Scientist with experience in processing complex datasets and developing models to transform business processes. Certified data analyst, proficient in MS Excel and Power BI with practical experience in SQL and Python programming. Strong critical thinking skills, able to analyze data, identify patterns and extract actionable insights.

EDUCATION

- **Manipal University, Jaipur** Aug 2023 - May 2025 (Expected)
 - MBA - Data Science & Analytics
- **V.V.P. Engineering College, GTU** Aug 2019 - May 2023
 - B.E. Electronics & Communication Engineering CGPA: 8.13/10

EXPERIENCE

Brainwave Matrix Solutions Aug 2024 - Present
Data Science Intern

- Applied ML algorithms to perform sentiment analysis on LinkedIn data, employing natural language processing (NLP) and text analytics to extract meaningful patterns and trends.
- Conducted comprehensive sales data analysis, leveraging techniques such as data visualization, statistical modeling, and data mining and designed an interactive sales dashboard using Tableau to facilitate data-driven decision-making.

FREELANCER September 2023 - Present
Data Scientist / Analyst

- Built a Customer Behavioral Progression propensity model for a retail store using XGBOOST for multi-class classification using insights from the last decision tree in the XGBOOST ensemble.
- Contributed towards machine learning, customer segmentation analytics, statistical modeling to drive marketing strategies by creating interactive dashboards and reports using data.Table
- Automated Excel reports using R Programming and k-means algorithm in R for optimal customer segmentation.
- Trained a state-of-the-art Large Language Model (LLM) as a Machine Learning Engineer in facilitating Reinforcement Learning via Human Feedback (RLHF) to fine-tune AI models with an accuracy of 88.5%.

ELECTRONICS FOR YOU GROUP July 2022 - March 2023
Technology Analyst & Journalist

- Conducted in-depth market research on India's technology sector, integrating numerical and visual metrics using MS Excel and Power BI; delivered a comprehensive report that projected over 20% growth potential in emerging industries by 2030.
- Successfully executed qualitative research and descriptive analysis to revamp an 'online B2B Electronics directory' with over 10,000 companies listed across 15 categories .
- Published news articles and reports based on interviews, innovative researches and tech startups in India.

PROJECTS

BITCOIN Beta Forecast Model

- Developed a **machine learning** model to predict 1 week ROI of Bitcoin prices by calculating least MAE from variety of algorithms like SVR, random forest, LSTM, stochastic gradient regressor and rolling forecast.
- Achieved 2.25% MAE by testing 5 different techniques and 64.3% accuracy in ROI prediction.
- Prepared a agent function (trading bot) to place position in market based on ROI forecast.

Commodity Sentiment Analysis

- Performed basic ETL process to organize data, TF-IDF vectorizer and BERT NLP to crunch numbers for prediction.
- Applied Support Vector Machine model using Python, Pandas, numpy to classify data into trends, achieved 79% accuracy in analyzing sentiment from news articles.

EEG Based Signal Acquisition & Filter System

- Designed a hardware system to acquire Brain signal using TMS320VC5509A digital processor and implemented a Low Pass Filter to improve signal strength for better signal recording.
- Constructed a data model on MATLAB to detect and filter spike(a signal feature), caused due to eye movements, from brain signals in order to identify abnormalities in brain function, achieved 89% accuracy.

SKILLS

Programming Languages: C++, Python, MATLAB, SQL, R, HTML/CSS, SAS
Software Packages: Pandas, MatPlot, NumPy, SciKit-Learn, OpenCV, Pytorch, BERT NLP
Tools & Techniques: PowerBI, MS Office, Business Intelligence and Tools, Ad Hoc Analysis, Data Analysis.
CERTIFICATIONS: IBM Data Science Professional, AWS Solution Architect