

JAY SONI

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EXPERIENCE

FREELANCER

June 2023 - Present

Data Scientist / Analyst

- Developed and deployed a customer segmentation model using RFM analysis, leading to personalized marketing strategies that increased sales by 20% and improved customer conversion rate through targeted marketing campaigns.
- Built a Customer Behavioral Progression propensity model using XGBOOST and last decision tree to automate data-driven decision-making through CRM integration.
- Developed a sentiment analysis model using BERT NLP & SVM on financial tweets, outperforming Bernoulli Naive Bayes with 83% accuracy and superior F1-scores, effectively predicting market trends.
- Automated Excel reports using R Programming and k-means algorithm in R for optimal customer segmentation.

OUTLIER.AI

Sept 2023 - Present

Freelance LLM Trainer

- Fine-tuned reinforcement learning (RLHF) systems for audio-to-text models, enhancing user interaction and response relevance.
- Conducted evaluations of AI-generated responses, improving accuracy and user satisfaction; collaborated on training a large language model to personalize tutoring interactions, boosting student engagement.

ELECTRONICS FOR YOU GROUP

July 2022 - March 2023

Technology Analyst & Journalist

- Conducted market research on India's tech sector, delivering a report projecting 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.

GAOTEK INC.

Dec 2022 - Mar 2022

Technical Analyst

- Assessed client requirements and conducted research on software applications for industrial use cases.
- Led a team of eight interns in researching software solutions and fostering client relationships.
- Facilitated product demonstrations and technology proof-of-concept seminars for clients.

RESEARCH EXPERIENCE

DISSERTATION: EEG Based Signal Acquisition & Filter System

Sep 2021 - Mar 2022

- Designed a hardware system to acquire brain signals using TMS320VC5509A and implemented a low-pass filter, to filter abnormalities caused by eye movements, achieving 89% accuracy in detecting abnormalities.

EDUCATION

WorldQuant University

EXPECTED: Sept 2026

- Master of Science - Financial Engineering

Manipal University, Jaipur

EXPECTED: May 2025

- MBA - Data Science & Analytics

V.V.P. Engineering College, GTU

GRADUATED: May 2023

- B.E. Electronics & Communication Engin

CGPA: 8.13/10

SKILLS

PROGRAMMING LANGUAGES - C++, Python, MATLAB, SQL, R, SAS

SOFTWARE PACKAGES - Pandas, Mat-Plot, NumPy, Sci-Kit-Learn, OpenCV, Pytorch, BERT NLP

TOOLS & TECHNIQUES - PowerBI, MS Office, Business Intelligence and Tools, AWS Quicksight, AWS Sagemaker, S3, Redshift