

# SOUMANIL SARKAR

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## Education

**Dayananda Sagar College of Engineering**

*B.Sc. in Computer Science (Data Science)*

**Dec 2022 – Sep 2026**

*Bengaluru, Karnataka*

## Relevant Coursework

- Data Analysis
- Product Management
- Machine Learning
- Database Management
- Artificial Intelligence
- Computer Vision
- NLP
- Data Visualization
- Product Analysis
- Research Methods

## Experience

**Arc.ai — AI Engineer (Research and Growth)**

**June 2025 – Present**

*Remote / Bengaluru*

- Conducting market research to support product positioning, competitor mapping, and early-user discovery.
- Designing growth strategies through A/B experimentation, cohort analysis, and funnel drop-off analysis.
- Supporting content generation using LLMs to create product marketing collateral and educational material.
- Collaborating cross-functionally with product and engineering teams to shape strategy from idea to insight.

**Matrix Exports — Business Development Executive**

**Nov 2024 – Jan 2025**

*Bengaluru, Karnataka*

- Automated documentation and customs workflows via Excel macros and spreadsheet pipelines.
- Led market research to identify global expansion opportunities and built HR automation pipelines.
- Built marketing content pipelines to engage international clients with personalized outreach.

## Projects

**Churn Prediction System** | *Python, Scikit-learn, Streamlit*

**June 2025**

- Developed a classification-based tool to predict customer churn using behavioral data.
- Created a Streamlit dashboard to visualize churn likelihood and simulate retention outcomes.

**Stock Assistant** | *Python, NLP, Yahoo Finance API*

**May 2025**

- Built a stock assistant that fetches live market data and interprets user queries via NLP.
- Implemented trend prediction and visualization tools using Plotly and Seaborn.

**Employee Attrition Prediction** | *Python, SHAP, Machine Learning*

**Apr 2025**

- Trained models to forecast employee exits using HR analytics datasets.
- Used SHAP for interpretability to identify high-impact attrition drivers.

**Smart LeadGen Tool** | *Python, Streamlit*

**May 2025**

- Created a CSV-based lead qualification pipeline enriched via LinkedIn scraping.
- Scored and filtered leads with built-in automation—no database needed.

**Travel Planner Application** | *Gemini 2.0, SerpAPI, Streamlit*

**May 2025**

- AI-powered itinerary planner using Gemini LLM and real-time place discovery via SerpAPI.
- Enabled dynamic planning with conversational UX and Streamlit frontend.

**Jarvis Desktop Assistant** | *Python, NLP, API Integration*

**Feb 2025**

- Automated desktop tasks via voice commands, including system control and web scraping.
- Used NLP, speech recognition, and APIs to handle natural commands and small talk.

**Face & Gaze Detector** | *Python, OpenCV, Deep Learning*

**Mar 2025**

- Implemented facial landmark and gaze tracking in real-time using OpenCV.
- Enhanced deep model performance for responsive gaze and behavior analysis.

**Product Teardown: DrinkPrime** | *Market Research, Storytelling*

**Dec 2024**

- Analyzed product value chain, IoT functionality, and subscription experience.
- Offered recommendations based on user feedback and competitive positioning.

**Marketing for Credit Card Company** | *Pandas, Autoencoders, PCA, Matplotlib, Seaborn*

**Mar 2025**

- Performed data cleaning and feature selection on credit card customer data.
- Used PCA and Autoencoders for dimensionality reduction and insights on customer behavior.

## Technical Skills

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**Languages:** Python, C, HTML/CSS, SQL

**Developer Tools:** VS Code, PyCharm, Google Colab, Jenkins, Docker, Jupyter Notebook, Jira, Streamlit, Replit, Power BI, MySQL

**Tech & Frameworks:** OpenCV, Matplotlib, PyTorch, NumPy, Pandas, Seaborn, TensorFlow, GitHub, WordPress

**Automation & Tools:** Prompt Engineering, Microsoft Excel, Office Suite (Word, PowerPoint), Notion, Zapier, n8n, Make.com, Gemini, SerpAPI

## Extracurricular

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**Music Producer**

**Spring 2020 – Present**

*Independent*

- Collaborated with artists in the DHH space, leveraging sound design, sampling, and engineering skills.