SIDDHARTH BAM

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EDUCATION

Master of Science in Business Analytics, Rady School of Management   12/2025
University of California, San Diego, CA
Courses: Customer Analytics, Business Analytics Consulting, Scalable Analytics

Bachelor of Technology in Computer Science and Engineering   06/2024
Medi-Caps University, Indore, India

EXPERIENCE

Operations Intern, Edelweiss Alternatives, Mumbai, IN   01/2024 - 05/2024
Top performing alternative asset managers with AUM $6 bn that invests in scalable and sustainable opportunities in India
- Laid groundwork for operational automation by developing an AI model to interface with data lake technologies, aimed at a 16% reduction in manual effort
- Facilitated BI operations and worked with finance teams to assess streamline four fee structures, establishing an optimized strategy for a real estate investment trust, with direct reporting to COO

Supply Chain Analytics Intern, PurpleDrone Supplychain Solutions, New Delhi, IN   06/2023 - 09/2023
India's leading logistics start-up that brings to bear the science of warehousing to deliver end-to-end logistics solutions
- Partnered with cross-functional teams in logistics and warehousing to develop BI dashboards, improving decision-making and reducing cycle time by 10%, streamlining sales process and performance efficiency
- Utilized statistical methods to analyze operational data from warehouse, decreasing forecast error by ~8%

Data Analytics Intern, Kennect Inc, Mumbai, IN   06/2021 - 09/2021
An incentive management solution provider enabling organizations to automate sales performance processes
- Designed and implemented PowerBI dashboards to dynamically track quarterly sales growth, lead conversion rates, and average deal size, directly supporting sales strategies and decision-making under CTO oversight

PROJECTS

Targeted Marketing Optimization with Predictive Analytics   01/2025 - 02/2025
- Built predictive models (logistic regression & neural networks) to strategically plan and forecast wave-2 customer responses for Intuit QuickBooks using wave-1 insights
- Optimized targeting using purchase history and demographics, achieving $520,944.33 profit, $773,759.61 revenue, and 206.06% ROME, reducing unnecessary mailing costs

Housing Market Analysis: Political & Economic Insights   11/2024 - 12/2024
- Estimated real estate price trends for condos, one-bed, two-bed, and three-bed units, correlating fluctuations with political parties in power at state and national levels
- Led data analysis and visualization on political impacts affecting housing prices using 5.6M city-level and 38K state-level entries of 15 cities, identifying market trends to drive strategic investment decisions

SPECIALIZED SKILLS

- **Languages/Coding:** Python (NumPy, Pandas, SKLearn), SQL, R, ETL, C++ (Data Structures and Algorithms)
- **Tools:** Power BI, Tableau, MS Office, Cognos; DBMS: MySQL, SQLite

PROFESSIONAL AFFILIATIONS & LEADERSHIP

- Vice President of Management: Entrepreneurship Club, Medi-Caps University   06/2023 - 05/2024