Sajal Srivastava

Uttarpradesh , India | srivastava1234sajal@gmail.com | +91-7717603186

linkedin.com/in/sajal-srivastava7717/ | https://github.com/sajalprotocol-hub

Professional Summary

Results-driven Computer Science student specializing in AI/ML with proven experience in data analytics through industry simulations and internships. Transformed 10,000+ transaction records into actionable business insights using Python, SQL, and statistical modeling. Seeking to leverage analytical expertise and technical proficiency to drive data-informed decisions as a Data Analyst.

Education

Lovely Professional University, B.Tech in Computer Science (AI & ML)   Expected: 2025
- **Relevant Coursework:** Data Structures, Machine Learning, Statistics, Data Mining, Database Management

Kendriya Vidyalaya Sangathan (KVS), Senior Secondary   2021
- Percentage: 75%

Professional Experience

Data Analytics Virtual Intern, Quantium (Forage)   May 2025
- Analyzed 50,000+ retail transaction records to identify customer purchasing patterns and seasonal trends
- Conducted uplift testing resulting in 15% improvement in targeted campaign effectiveness
- Performed customer segmentation analysis across 5 distinct buyer personas using clustering algorithms
- Created executive-level dashboards that informed $2M+ inventory planning decisions

Campus Influencer, Beep App – Remote   May 2025 – Present
- Drove 200+ app downloads through strategic campus marketing campaigns
- Analyzed engagement metrics to optimize messaging, achieving 25% higher click-through rates
- Tracked and reported weekly performance KPIs to marketing team

Web Designer Intern, CodeClause – Remote   Aug 2023 – Sep 2023
- Designed 5+ responsive websites with 40% improvement in mobile user experience
- Implemented SEO optimization strategies resulting in 60% increase in organic traffic

Web Developer Intern, NoQs Digital – Remote   Jun 2023 – Jul 2023
- Built 8+ WordPress websites with custom functionality and responsive design
- Collaborated with cross-functional team of 6 members to deliver projects 20% ahead of schedule
- **Award:** Best Team Player certificate for exceptional collaboration

Projects

AI-Powered Marketing Campaign Optimizer   2025
- Developed predictive model using Python to forecast campaign ROI with 85% accuracy
- Analyzed historical data from 100+ campaigns to identify optimal budget allocation strategies
- Segmented 10,000+ customer profiles using K-means clustering, improving targeting precision by 30%

IPL Batting Strategy Analysis   2025
- Applied machine learning algorithms to analyze 5,000+ cricket match records
- Identified 4 distinct batting patterns that correlate with match outcomes
- Built interactive dashboards showcasing insights that could inform team selection decisions

Spam Detection System Using NLP   2024
- Engineered spam classifier using TF-IDF and Naive Bayes achieving 94% accuracy

- Processed 10,000+ email samples with precision-recall score of 0.92
- Implemented feature engineering techniques reducing false positive rate by 18%

Technical Skills

Programming & Analytics: Python (Pandas, NumPy, Scikit-learn), SQL, Advanced Excel, Jupyter Notebook

Data Visualization: Matplotlib, Seaborn, Google Looker Studio

Statistical Methods: A/B Testing, Customer Segmentation, TF-IDF, Cosine Similarity, Clustering Algorithms

Web Technologies: HTML, CSS, JavaScript, WordPress

Digital Marketing: Google Ads, Google Analytics, Campaign Optimization

Tools: Canva, GitHub, Figma

Certifications & Achievements

- **Data Analyst Certificate** – OneRoadmap | May 2025 | Credential ID: CERT-60380EAB
- **Google Ads Search Certification** – Skillshop | Valid: May 2025 – May 2026
- **Quantium Data Analytics Job Simulation** – Forage | May 2025
- **Electronic Arts Software Engineering Job Simulation** – Forage | May 2025
- National-level recognition for AI-based project development
- SEO optimization project achieved 80% increase in tourism website visibility

Languages

English: Professional Working Proficiency | **Hindi:** Native