Sakshi Sabnani

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EDUCATION

MSc Economics
Symbiosis School of Economics, Pune | 2020–2022
- CGPA: 9.0/10, Batch Topper, Best Dissertation Award, Merit Scholarship (50%)

BSc Economics and Finance
University of London | 2016–2019
- Second Class Honors (Upper Division), World Topper Award for International Economics

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PROFESSIONAL EXPERIENCE

Westminster School of Media and Communication (CAMRI) | Research Assistant
Aysha Ali, PhD student | University of Westminster, London | Jul 2025 – present
- Automated data collection by scraping YouTube channels and keywords based videos for FMCG advertisements; cleaned and consolidated datasets by removing duplicates and filtering for relevant content.
- Developed scripts to identify video languages using metadata and evaluated speech-to-text transcription tools, including OpenAI Whisper and Assembly AI, for regional language accuracy.
- Applied deep learning-based object detection using YOLOv8 on video frames, leveraging video processing techniques to extract actionable insights for further analysis.
- Delivered regular progress updates and independently managed project deadlines and ensured data quality.

S.R Agency | Operations Associate
July 2022 – June 2025
- Assisted in operations of family-owned cloth commission agency, including market analysis and trend identification for product selection, ensuring that business offerings aligned with current retail demand.
- Managed order tracking to ensure timely delivery, handled billing and account settlement, and maintained accurate business records.
- Oversaw operational processes and provided support with inventory management, contributing to efficient business functioning and customer satisfaction.
- Tools used: Excel, Tally

Kairo | Freelance Copywriter
March 2024, April 2025
- Crafted product descriptions, social media ad copies and email campaign content for a fashion brand - *Kairo,* contributing to brand communication and marketing efforts.

Indian Institute of Technology (IIT), Bombay | Research Intern
Prof. Subrato Banerjee | Assistant Professor, Department of Economics
Jan 2021 - August 2021

- Developed econometric models and conducted simulation studies that supported the theoretical model development.
- Utilized R and Python for statistical programming supporting the research.

INDEPENDENT DATA SCIENCE PROJECTS

Electric Vehicle (EV) Charging Infrastructure Analysis:
- Extracted and transformed geospatial data from an interactive map on the Bureau of Energy Efficiency (BEE) India website, capturing comprehensive details on charging station locations, charger specifications, operators, and operational status across India.
- Cleaned and structured complex spatial and attribute data, preparing it for detailed analysis.
- Conducted exploratory analysis to identify regional variations and usage patterns in EV charging infrastructure.
- Created clear, data-driven visualizations to communicate key insights supporting infrastructure planning and research considerations.

TED Talks Text Mining & Sentiment Analysis:
- Cleaned and analyzed TED Talks data (2006-2020), performed exploratory data analysis.
- Conducted sentiment analysis using Bing, Afinn, NRC lexicons, and topic modeling (LDA) focused on economist talks.
- Visualized and communicated insights effectively to non-technical audiences.

CERTIFICATIONS

- [AI for Medical Diagnosis](), DeepLearning.ai (2025)
- [Neural Networks and Deep Learning](), DeepLearning.ai (2023)
- [Machine Learning Specialization](), DeepLearning.ai (2023)
- [Data Analyst with Python,]() DataCamp (2022)
- [Data Scientist with R](), DataCamp (2022)
- [Google Data Analytics Certification](), Coursera (2021)

TECHNICAL SKILLS

- **Programming:** Python (pandas, numpy, sklearn), R, SQL, Excel
- **Visualization:** Tableau, Matplotlib, Seaborn
- **Machine Learning:** Supervised/Unsupervised Learning, NLP, Time Series

LANGUAGES

- English (fluent), Hindi (native), French (elementary), Sindhi (fluent)

ACADEMIC ACHIEVEMENTS

- Batch Topper & Best Dissertation Award (MSc Economics, 2022)
- Merit Scholarship Awards | MSc Economics (2nd, 3rd & 4th semester) (2021-22)
- Overall Semester Topper | MSc Economics (1st, 2nd, 3rd & 4th Semester) (2020-22)
- Economist of the Year Runner-up (2022)
- University of London World Topper Award in International Economics (2019)
- CBSE Merit Award in Accountancy & Business Studies (Top 0.1%) (2016)