SARTHAK ARORA

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LinkedIn | GitHub | Twitter

EXPERIENCE

RESEARCH SCHOLAR | *UNIVERSITY OF CALIFORNIA, BERKELEY*   **Apr '22 – Jul '22**
- Conducting Research to develop a **wildfire risk assessment** tool under the mentorship of Dr. Thomas Azwell.
- Working on Remote Sensing and **GEE** datasets for the state of California to predict wildfires with an accuracy of **82%**.
- Gaining valuable insights in applying Data Preparation, Machine Learning, Model **Deployment** and GIS mapping.

ML ENGINEER | *AI FOR GOOD FOUNDATION, REMOTE*   **Feb '22 – Present**
- Enabling real time Web-Scraping using **Selenium** to retrieve important information from multiple sources of articles.
- Cleaning Scraped data using **LDA Model** for topic modeling, leading to a Recall value of **83.5% in noise detection**.
- Working on the **Climate SDG** project, which is backed by **Microsoft** and the **UN** Development Program.

SENIOR EXECUTIVE ANALYST | *DISNEY+ HOTSTAR, MUMBAI*   **Feb '21 – Aug '21**
- Reported daily figures for projects such as IPL, Burbank for Star and Disney. Reducing TAT by ~**3** hours in the process.
- Designed a Health Score metric to predict user churn by modeling variables, leading to a rise in conversion by **1.5 pp**.
- Analyzed campaigns over engagement, affluence, affinity on Conversion and CTR%, leading to **0.5 pp** rise in renewals.

SENIOR ASSOCIATE ANALYST | *PAYTM, NOIDA*   **Aug '20 – Jan '21**
- Escalated the CLM program by **6**% WoW in Revenue via Prescriptive and Diagnostic Analysis and Reporting.
- Worked with the Product teams to set up Tracking and perform **A/B testing** to analyze the launch of product features.
- Trained and managed a team of **five** Analysts that drive high-level projects and empower key decisions.

DATA ANALYST | *NEARBUY.COM, GURGAON (Groupon India)*   **Sep '18 – Jul '20**
- Created Comprehensive **Dashboards** used to disseminate solutions across the Organization for daily operations.
- Developed a tool used to detect Customer Fraud activity of **$15,000** monthly on the platform.
- Launched Convenience Fee on the platform using **A/B Testing**, leading to a rise of **10**% in monthly Revenue.

FINANCIAL ANALYST INTERN | *VENTURA SECURITIES LTD., KANPUR*   **May '17 – Jul '17**
- Collated Technical Parameters together to develop an algorithm using Stock Market Indices.
- Generated Automatic Buy and Sell Calls leading to a growth of Client Portfolios by ~**30%** over a two-year span.

EDUCATION

Post-graduate Program	Plaksha Technology Leaders Program	3.88/4	2022
B.Sc. (H) Statistics	Ramjas College, Delhi University	7.18/10	2018
Class XII	Delhi Public School, Kanpur	95.25%	2015

PROJECTS

- Delivered a talk at renowned Machine Learning Conference **ICML 2022**.
- Co-wrote a Literature Survey paper on **Sarcasm Detection** in **NLP**.
- Co-founded an app that uses AI/ML to model physiological indicators and provide actionable **Mental Health** insights.
- Created a Machine Learning model for **Drug Discovery** using **GANs**.
- Created a Classification model using **transfer learning** on **VGG-16**.
- Predicted future order dates and SKUs purchased to create a **Recommendation Engine** for an e-commerce platform.
- Calculated the likelihood of defaulters by predicting **credit scores** for different individuals.
- Created a real-time **face and features detector** on live videos using **HAAR and CNN** for Computer Vision.

SKILLS

- **Programming Languages:** Python, R, SQL, Shell Script, Cipher
- **Machine Learning:** TensorFlow, PyTorch, Scikit-Learn, Pandas, NumPy, Matplotlib, Seaborn, NLP, CV, RL, Graphs
- **Others:** Tableau, ETL, Google Analytics, Excel, Beautiful Soup, Selenium, Product Management, A/B Testing, Prototyping, Data Structures, Algorithms, Spark, HTML, CSS, AWS, GIS

ACHIEVEMENTS

- **Silver Medalist** for academic excellence at Plaksha University, TLP Batch of 2022.
- Winning Team for the Plaksha Entrepreneurial **Challenge Lab** where we pitched a Mental Health startup.
- In the top **5**% out of 14k teams on Kaggle for the Titanic Project and received **first** position in class.
- Winning Team out of ten for the Python Plaksha **Hackathon** on Cryptography.
- Cleared **five Actuarial** papers on Statistics, Mathematics, Finance, Stochastic Modeling, each in the first attempt.

LEADERSHIP POSITIONS

- Core-Organizer and Program Chair for leading Machine Learning Conference **NeurIPS 2022** as a part of QueerInAI.
- **Taught** subjects such as ML, Data Science, Research, and Leadership to students based out of Africa with Belong.
- Appointed Member of the **Career Development Cell** for Plaksha University out of 20 candidates.
- Volunteered for the Delhi chapter of a world-renowned comic convention which saw a footfall of ~**100,000** people.
- Worked as a team of fifty people with nearbuy.com to organize 'Qafila 2017', Delhi's first Food Caravan Music Festival.