# **SARTHAK ARORA**

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### **E**XPERIENCE

### **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 – Presen

- 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 <a>Sarcasm Detection</a> 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

# **A**CHIEVEMENTS

- 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 NeurlPS 2022 as a part of QueerInAl.
- 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.