Vasu Desai

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PROFILE

Tech-driven Computer Science and Engineering (B.Tech, Penultimate Year) student with strong analytical and strategic problem-solving skills, passionate about addressing complex business challenges through innovative solutions and teamwork.

EDUCATION

Symbiosis Institute of Technology, Pune   Aug 2022 – Present
B.Tech in Computer Science and Engineering

SKILLS

Technical Skills

- **Programming Languages:** Python, SQL, C/C++
- **Data Analytics & Visualization:** Power BI, Excel (VBA Scripting), Python (Pandas, NumPy, Matplotlib)

Core Competencies

- **Analytical & Problem-Solving:** Structured Problem-Solving (MECE, Issue Tree, etc.), Root Cause Analysis, Quantitative Analysis, Leadership
- **Communication & Strategy:** Business Storytelling, Stakeholder Communication, Time Management, Mathematics

PROJECTS

Price Optimization Engine for E-Commerce   July 2025

- Developed a predictive pricing model in Python, leveraging XGBoost to accurately simulate the financial impact of pricing changes across 10+ product categories.
- Analyzed 116,000+ transactions, showing targeted promotions boost sales by 55%, enabling more profitable marketing.

Account's Analytics - Space Electronics   Jan 2025 – June 2025

- Built interactive Power BI dashboards to track sales and revenue across 7,000+ electronic components.
- Integrated ChatGPT with Power BI to deliver insights from 5 years of accounting data (INR 50–60M annual turnover).

Credit Card Transaction and Customer Dashboard   Jan 2025 – April 2025

- Applied a K-means clustering model for customer segmentation and a Random Forest model for churn prediction, achieving 86.88% accuracy and 0.95 precision.
- Developed a Power BI dashboard to analyze a mock dataset of USD 45M+ in transactions, uncovering USD 55.2M in total revenue and USD 7.84M in interest income.

AI Surveillance System   Dec 2024 – April 2025

- Developed an AI-powered surveillance system to detect PPE violations, fire, and workplace hazards from live video feeds.
- Designed an interactive dashboard for live alerts, improving safety response time and reducing manual monitoring.

POSITION OF RESPONSIBILITY

Lead of Finance   Nov 2024 – Present
VarSITy Club, SIT

- Managed (INR 3.2L) budget for university club, optimizing funds for 10+ events.
- Led vendor negotiations to secure cost-effective deals and boosted event funding by 25% through strategic budget management.

Lead of Events   Aug 2024 – Present
ACM Club, SIT

- Organized seminars and guest lectures for a tech-focused club, coordinating logistics to engage 100+ students.

Trainee Accounts Analyst   Jan 2025 – June 2025
Space Electronics

- Analyzed five years of sales data (INR 50–60M annual turnover) using proprietary software to identify key revenue trends and growth patterns.
- Built Power BI dashboards to deliver actionable insights, enhancing stakeholder decisions.