

ARYAN SEHGAL

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Education

Boston University, Questrom School of Business

M.S. in Business Analytics, Concentration in Applied Data Science (GPA: 3.5/4.0)

Sept 2024 – Jan 2026

Boston, MA

Christ University

B.Sc. in Economics, Mathematics & Statistics (GPA: 3.6/4.0)

June 2020 – June 2023

Bangalore, India

Technical Skills

Languages: Python, R, SQL

Machine Learning & AI: pandas, NumPy, scikit-learn (regression, classification, clustering), TensorFlow, OpenAI API

Data Engineering & Cloud: Apache Spark, Airflow, Google Cloud (BigQuery, Dataproc), AWS, Docker, Git/GitHub

BI & Tools: Tableau, Power BI, Streamlit, Excel, PowerPoint, Jira, hypothesis testing, A/B testing

Experience

Lula Commerce

Sept 2025 – Dec 2025

Data Scientist Intern

Philadelphia, PA

- Queried HubSpot and Stripe using SQL and unified datasets in Python to surface 1045 orphan companies and non-paying customers, improving data quality and enabling targeted operations follow-up for an AI-powered retail SaaS.
- Designed and automated a daily KPI reporting pipeline to deliver executive-ready insights on GMV, order trends, and channel performance, replacing ad-hoc analysis and improving decision-making speed.

Yubi

June 2025 – Aug 2025

Data Scientist Intern

Bangalore, India

- Built multilingual AI voice bots for a fintech lending platform using OpenAI API and LangGraph; automated lead generation and loan-settlement outreach, cutting 60% call workload and saving \$1.25M+ annually for partner banks.
- Designed and analyzed statistical A/B tests on LLM prompt strategies, querying Grafana call-interaction logs using SQL to evaluate quality, latency, and accuracy, identifying the best variant and boosting resolution rates by 45%.

PwC

Sept 2023 – June 2024

Research Specialist

Hyderabad, India

- Reviewed ESG disclosures and sustainability sections of 100+ corporate annual reports to catalog renewable-energy projects; compiled findings into an Excel tracker that supported data-driven insights for client energy-solution pitches.
- Cleaned a 25K-record agricultural dataset and built and presented a Power BI dashboard and accompanying PowerPoint deck that delivered district-wise insights used by client managers to prioritize regional growth opportunities.

Analytics Projects

Gaze Detection with CNN Architectures | *Python, Keras, TensorFlow*

Mar 2025 – Apr 2025

- Developed a CNN-based gaze detection model using MobileNetV2 as a feature extractor to classify gaze direction (direct vs averted), enabling automated visual attention detection from facial image data.
- Processed 5,000+ images and applied data augmentation and regularization techniques (Gaussian noise, brightness adjustment, dropout) to improve model generalization, stability, and robustness against overfitting.

Financial Transaction Anomaly Detection | *PySpark, Google Cloud (Dataproc)*

Mar 2025 – Apr 2025

- Analyzed 60M+ IBM AML transactions on a 4-node Spark cluster; EDA showed midday/midnight spikes and 98.5% U.S. domestic volume, which we used to define realistic fraud-risk scenarios.
- Built a class-weighted logistic regression model (83% recall) and used LIME to explain high-risk predictions, surfacing payment-level patterns (AUD transactions) and high-value cross-border cases (USD-JPY) to support tiered monitoring.

Predicting News Article Popularity | *Python, scikit-learn, Google Cloud (VM)*

Oct 2024 – Dec 2024

- Processed a 5M-record news dataset on Vertex AI and designed a two-stage machine learning pipeline (classification + regression) with a custom cost function aligned to ad revenue, improving click-through prediction accuracy 7×.
- Evaluated model performance and feature importance to interpret drivers of article engagement, linking predictive insights to potential revenue and content optimization strategies.

Leadership & Awards

2nd Place - Battle of the Boutiques Case Competition, Questrom School of Business

Analyzed market and competitor data to design a growth strategy for a pharmaceutical business, uncovering a 2× market expansion opportunity; collaborated with peers and industry mentors to deliver strategic insights to a panel of judges.

Ambassador, Graduate Finance & Investment Club (Boston University)

Coordinated alumni talks and networking events, strengthening industry engagement and mentorship access.