

Arushi Arney

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PROFESSIONAL SUMMARY

Business Analytics (Hons.) graduate with hands-on experience in AI, machine learning, predictive analytics, business intelligence, and AI/ML across travel-tech, healthcare research, insurance, and digital marketing. Skilled at transforming complex multi-source data into actionable business insights through dashboards and reports in Power BI, Tableau, and Excel, and turning campaign and customer data into actionable business insights. Comfortable collaborating with cross-functional and non-technical stakeholders, with proven leadership as President of the university technology club. Eager to learn and apply analytics to data-driven decision-making in a fast-paced banking environment.

EDUCATION

Specialized Program in AI & ML with Autonomous Vehicle Technology

TiHAN – IIT Hyderabad (Part-time Certification)

Jun 2026 – Present

- Selected for the inaugural batch; six-month online program certified by TiHAN, IIT Hyderabad's autonomous-systems innovation hub (expected Dec 2026).
- Covers data science & Python, ML, deep learning & computer vision, model deployment (MLOps), and emerging AI (LLMs, GenAI, AI agents) applied to autonomous systems.

Bachelor of Business Administration (Hons.) — Major: Business Analytics; Minor: Digital Marketing & Communications

FLAME University | Aug 2022 – May 2026

- CGPA: 8.40 | Rank 4 in cohort. Academic Merit Award — “Dean’s Roll of Honour” every semester.

International Baccalaureate Diploma Programme

Victorious Kidss Educares | Jun 2020 – Jul 2022

- Score: 41/45, with full marks in Business Management, Computer Science, and Mathematics. School Topper — Rank 3.

CORE COMPETENCIES

- Data Analysis & Modeling:** Python, R, SQL (MySQL), predictive analytics, statistical modeling
- Visualization & BI / Reporting:** Power BI, Tableau, Excel, dashboard design, KPI reporting
- Applied AI / ML:** LLMs & RAG, deep learning (CNN, transfer learning), sentiment & cluster analysis
- Analytics & Strategy:** data cleaning & preprocessing, A/B and campaign analysis, market research, SEO analytics
- Professional:** stakeholder communication, presentation, teamwork, proactive self-starter

PROFESSIONAL EXPERIENCE

Tech & Applied AI Strategist

Nov 2025 – Present

StyleStack

- Part of founding team, architecting end-to-end data handling systems for an AI-powered fashion styling platform, covering data ingestion, cleaning, and pipeline design to support styling recommendations.
- Engineering the analytics layer that turns raw user and styling data into business insights for client.
- Leading end-to-end website development, deploying the platform’s web presence and integrating AI styling features into a user-facing experience.

AI Model Deployment & Testing — Freelance Consultant

Aug 2025 – Mar 2026

Doctors for AI Foundation

- Collaborated with clinicians on a NAFLD (Non-Alcoholic Fatty Liver Disease) prediction and progression AI model, gathering feedback via RLHF.
- Conducted technical validation of Orange-based predictive models to ensure robust, reliable clinical insights.

AI Analytics & Product Intern

May 2025 – Jul 2025

RideAlly Travels Pvt. Ltd.

- Architected and deployed an LLM-based RAG chatbot for customer service.
- Delivered predictive-analytics solutions — including data cleaning, preprocessing, sentiment analysis, and cluster analysis — to surface service-efficiency and business insights.

Digital Marketing Intern

Sep 2024 – Apr 2025

WageIndicator Foundation

- Executed digital-strategy projects across six country websites, including website audits, SEO strategy, keyword research, AI content visibility, and social-media engagement.

Data Visualization & Analysis Intern

May 2024 – Aug 2024

RPD Insurance — QuinStreet

- Transformed complex raw datasets to create compelling visualizations for SEO content in the insurance sector.
- Achieved high impact, with 80% of created visualizations selected and published on official websites.

Data Analysis & Visualization Intern

Sep 2023 – Apr 2024

WageIndicator Foundation

- Analyzed and visualized living-wage data from 100+ countries using Tableau Desktop, ensuring accuracy and relevance through daily data-collection tasks.
- Published visualizations on WageIndicator, enhancing global wage-data accessibility.

SELECTED PROJECTS

- **Kite AI — End-to-End Agentic AI for Social Media (Python/FastAPI, React, Gemini, GPT-4o-mini, RAG):** Built an autonomous content system for a live fashion client that transforms raw product photos into studio-quality posts, generates brand-voice captions, and schedules and auto-publishes to Instagram via the Graph API, with a real-time engagement feedback loop that self-improves scheduling. RAG brand-context injection lifted caption brand-voice match by 78.6%, and the image pipeline passed 100% of LLM-as-judge quality checks.
- **Lung Infection Detection (Python, TensorFlow, ResNet50):** Built a CNN with transfer learning to classify chest X-rays into COVID-19, viral pneumonia, and normal, achieving high precision and AUC for real-time diagnosis.
- **Ship Image Classification (Python, CNN, ResNet18):** Automated ship classification into 5 categories using transfer learning, achieving 90%+ F1 with weighted loss, augmentation, and early stopping.
- **Airline Customer Satisfaction Prediction (R, KNN & Logistic Regression):** KNN reached 93.4% accuracy vs. 77.5% for logistic regression, with higher precision and recall in customer classification.
- **Customer Churn Prediction (R, Logistic Regression):** Built a churn model using the top 5 features selected via information gain; identified class-imbalance gaps and recommended improvements.
- **AI vs Human Intelligence — Comparative Analysis (R, dplyr, ggplot2):** Analyzed academic performance across difficulty, subject, and assessment type; found AI succeeded 92.9% vs. 86.7% for humans.
- **Dry Bean Classification (Python, KNN & Decision Tree):** Achieved 92% accuracy after applying SMOTE and PCA to handle class imbalance and feature redundancy.
- **Freelance Website Development (JavaScript, HTML, PHP, MySQL):** Built a database-driven website for a local restaurant (Jai Jinendra – Apna Sa Khana) to support online sales.

LEADERSHIP & VOLUNTEERING

- **President, DotSlash – Technology Club, FLAME University:** Led a 30-member team to organize events and founded the university's first-ever coding team, guiding members on real-world projects for stakeholders and intercollegiate hackathons.
- **Digital Marketing Member, TEDxFLAMEUniversity:** Contributed to digital-marketing campaigns and social-media strategy to boost event visibility and engagement.
- **Crowd-Funding Team Leader, Habitat for Humanity India:** Led a youth initiative that raised ₹7.5 lakh for ration and food kits for families during the COVID-19 pandemic, PAN-India.
- **Education Volunteer & Intern, SANTULAN (NGO):** Conducted English lessons for middle-school students, improving literacy and communication in a supportive environment.

WRITING & PUBLICATIONS

- **Independent Tech & AI Content Writer, Medium:** Author articles on data analytics, predictive modeling, and business applications across industries.
- **Published Author — JEEV: Indian Mythology through Science Fiction (2019, Amazon Kindle),** science-fiction novel reimagining mythology through the lens of AI and technology, reflecting an early interest in AI and emerging technologies.

CERTIFICATIONS

- **RStudio & MATLAB — LinkedIn Learning** • **Fundamentals of Digital Marketing — Google Digital Garage**