

# Shaurya Singh

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## EDUCATION

**Netaji Subhas University of Technology**

*B.Tech in Electrical Engineering*

New Delhi

2022 – 2026

## EXPERIENCE

**Operations Intern**

Jun 2025 – Jul 2025

*BSES Yamuna Power Limited*

*New Delhi*

- Analyzed **six months of fault and outage data** using Excel to identify recurring failure patterns across distribution assets, supporting maintenance prioritization discussions.
- Structured and digitized operational logs for **20+ critical assets** using spreadsheets and standardized templates, enabling faster issue tracking and data retrieval.
- Compiled **asset-level performance metrics** and **trend summaries** to support engineering teams in preventive and condition-based maintenance planning.

## PROJECTS

**ChronoLapse: Geo-Aware Memory App** *🔗* | *Wireframing, User Research, Figma, Generative AI*

- Conceptualized a mobile app from scratch, translating a user need for contextual memory-keeping into a full **product vision**, defining the complete UI wireframes and end-to-end user flows.
- Directed the development of **10+ user stories** using Generative AI, authoring precise technical specifications, managing an iterative feedback loop, and performing bug triage to guide the project to MVP.
- **Shipped a polished Flutter application** across **6+ core screens**, featuring a full CRUD data lifecycle, a dynamic "On This Day" engine, and a background geofencing notification system.

**Bumble "First Move" Funnel Optimization** *🔗* | *Product Teardown, UX Strategy, Metric Analysis*

- Conducted a funnel analysis identifying a **40% drop-off** in the Match-to-Conversation phase; pinpointed "Initiation Fatigue" as the primary friction point via user persona segmentation.
- Conceptualized **"Contextual AI Openers"** to reduce cognitive load, designing high-fidelity mockups in **Figma** and defining a low-latency (<400ms) asynchronous API architecture.
- Devised a phased GTM strategy targeting a **+8% lift in Match-to-Conversation Rate (MCR)**, authoring SQL logic for A/B test validation and defining guardrail metrics for ecosystem health.

**Pharmaceutical Marketplace Pricing Engine** *🔗* | *Python, scikit-learn, Pandas*

- Engineered a pricing strategy engine analyzing **public Medicare Part D data (\$200B+ GMV)** across 5,000+ SKUs to quantify competitor saturation effects, proving that **monopoly segments command 10x pricing power**.
- Validated **demand inelasticity (0.08 correlation)** for monopoly segments, recommending margin-preservation strategies over volume-based discounting.
- Built a lifecycle classifier to segment inventory into Growth/Decline stages, identifying **\$41B in at-risk churning revenue**, and deployed a **Linear Regression model** to forecast 2025 demand for high-velocity categories.

**Spotify Product Analytics Dashboard** *🔗* | *Power BI, Python, Data Visualization*

- **Designed an interactive dashboard** processing **489B+ streams** to visualize user engagement funnels and seasonality, uncovering listening behaviors to inform content release strategies.
- **Implemented adaptive filtering logic** using Power Query, enabling stakeholders to drill down into artist performance metrics and identifying high-retention genres for potential playlist curation.
- Correlated audio features (tempo, energy) with stream velocity to identify **"Viral DNA"**, identifying high-energy tracks as primary drivers of user retention and playlist additions.

## POSITIONS OF RESPONSIBILITY

**Production Department Mentor**

Nov 2023 – Present

*Google Developer Student Clubs - NSUT*

- Mentored and trained a team of **10+ junior members** in UI/UX principles and Figma, improving the quality and delivery speed of club design projects.
- Designed compelling promotional graphics for events boosting event attendance by **60%**, attracting **130+** participants through strategic design promotions.
- Volunteered in organizing club's flagship events during NSUT's cultural and tech fests – Moksha & Resonanz, engaging with a combined footfall of **100,000+ attendees**.

## KEY SKILLS

**Technical Skills & Tools:** Python, SQL, Power BI, Tableau, MS Excel, Figma, MATLAB, Java

**Non-Technical Skills:** Product Management, Data Storytelling, User Research, Communication, Adaptability