

JATIN WADHWA

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PROFESSIONAL SUMMARY

Results-oriented Business & Marketing Analyst with hands-on internship experience in data analytics, BI reporting, programmatic advertising, and AI-assisted automation. Proficient in Power BI, Python, and Generative AI to build dashboards, automate workflows, and surface actionable insights. Proven ability to conduct independent research, identify campaign inefficiencies, conceptualise strategies, and communicate findings to stakeholders.

INTERNSHIP EXPERIENCE

Arvind Ltd.

Dec 2025 – Present

Market Analyst Intern

- Designed a full-stack sales and dispatch dashboard using PostgreSQL and Power BI, enabling 3 teams to monitor KPIs and reduce manual reporting time.
- Developed Power BI dashboards for collections, sales, and dispatch metrics with DAX-driven KPIs and drill-through reports, supporting data-driven decisions for brand leadership.
- Designed the data ingestion and transformation workflow for dashboard reporting, structured the pipeline logic for automated data processing and delivery, applying ETL principles to ensure clean, dashboard-ready data.
- Researched and documented Microsoft Fabric's unified analytics architecture, studied its Medallion Architecture (Bronze, Silver, Gold layers), pipeline capabilities, and Power BI integration to evaluate its potential for real-time data delivery and centralised storage for the team.

Adani Group- Corporate Brand Custodian (CBC)

Mar 2025 – Aug 2025

Summer Intern

- Identified critical campaign inefficiency in a live Google Display Network campaign by analysing placement-level data: discovered that ~70% of ad spend was spilling over to irrelevant, non-targeted websites (entertainment, clickbait), and presented findings to the CBC team, prompting a targeting overhaul.
- Conceptualised and pitched a Strategic Audio Advertising campaign for Adani across Spotify, Gaana, Wynk, and JioSaavn targeting India's 90%+ free-tier audio streaming base with non-skippable brand ads; developed full strategy including messaging themes, targeting parameters (location, language, interest), and platform partners.
- Coordinated execution with 10 external agencies across the audio advertising initiative and other programmatic strategies, managing deliverables, timelines, and performance review cycles.
- Conducted Python-based web scraping and NLP sentiment analysis on 5 years (2020–2025) of Adani-related news from Hindustan Times scraped articles, classified them as positive, negative, or neutral using VADER, and identified top authors by sentiment to inform brand communication strategy.
- Attempted Instagram data scraping using Instaloader and header-agent spoofing to collect engagement metrics; independently researched Instagram Graph API access and documented bot-detection rate limits as a security and feasibility report for the team.
- Built Excel trackers to audit the newly revamped Adani website for content accuracy and UX issues, and to monitor programmatic campaign KPIs — enabling systematic tracking across multiple brand properties.

ACADEMIC PROJECTS

AI/ML Q&A Chatbot Web App (RAG-based)

Oct –Nov 2025

Python, Google Gemini AI, PDF Parsing,

- Built a Retrieval-Augmented Generation (RAG) chatbot web application that allows users to upload PDF textbook chapters on AI/ML topics, the app extracts and indexes content using Google's Gemini AI and answers user questions strictly based on uploaded material.
- Implemented strict context-grounding logic to eliminate hallucinations: if a question falls outside the uploaded content, the bot responds with a defined fallback, demonstrating production-ready AI reliability design.

- Engineered the full-stack pipeline PDF ingestion, text extraction, embedding, query routing, and a clean chat interface showcasing end-to-end Generative AI application development.

IMDB Top 250 - Web Scraping & Exploratory Data Analysis

Jan–Feb 2025

Python (BeautifulSoup, Requests, Pandas, Matplotlib, Seaborn)

- Engineered a web scraper that sent HTTP requests to IMDB, parsed embedded JSON structures using BeautifulSoup, and extracted rank, title, rating, and genre data for all 250 movies into a structured Pandas Data Frame.
- Built interactive user filtering logic so the script could return specific movie details on query, demonstrating a practical end-to-end data pipeline from raw HTML to user-facing output.
- Performed EDA and visualisation using Matplotlib and Seaborn to analyse rating distributions, genre frequency, and decade-wise trends across the Top 250 dataset.

Data Science Salary Insights - BI Dashboard

Dec 2024–Jan 2025

Power BI, DAX

- Designed an interactive Power BI dashboard analysing data science job records across experience level, company size, remote ratio, geography, and work year surfacing that remote job share declined sharply from 72.67% in 2020 to 25.19% by 2024.
- Applied DAX measures, dynamic slicers, and a tree map by company location to enable salary benchmarking by role; Robotics Software Engineer emerged as the highest-paid role at 18K average, with US and CA leading maximum salaries at 50K.

Real Estate Pricing & Features Analysis

Sep–Oct 2024

Excel (Pivot Tables, VLOOKUP, Charts, Conditional Formatting)

- Analysed a property dataset with 18+ variables (furnishing, parking, stories, proximity to main road) using Excel pivot tables finding that properties near main roads averaged ~47% higher prices than those further away.
- Built cross-tabulated pivot analyses linking price category with parking availability and furnishing status delivering structured visual reports with data-driven pricing strategy recommendations.

SKILLS

BI & Analytics: Power BI, DAX, Google Looker Studio, Excel, Data Pipelines

Programming: Python, SQL

AI & GenAI: Google Gemini AI (ChatGPT, Claude, Copilot), Prompting, RAG, AI App Development

Web & Dashboards: Full-stack dashboard development (front-end + back-end), Web App Deployment

Marketing & Strategy: Programmatic Advertising Strategies, Campaign Analytics, Sentiment Analysis, Market Research, Stakeholder Reporting, KPI Tracking, Agency Coordination, Strategic Planning

CERTIFICATIONS

- Generative AI using IBM WatsonX - IBM
- Python for Data Science - IBM
- Data Visualization with Python - Cognitive Class
- Creating Charts and Dashboards Using Microsoft Excel - Coursera
- Advanced Excel - Commerce Academy

EDUCATION

Adani Institute of Digital Technology Management

Jul 2024 – Present

PGDM – Big Data Analytics

Medi-Caps University

Sep 2020 – May 2023

Bachelor of Business Administration (BBA) | CGPA: 8.0 / 10

ACHIEVEMENTS & PERSONAL DETAILS

National Lawn Tennis Player | Languages: English, Hindi | DOB: 6 June 2002