

# Aaditya Punekar

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United Kingdom | LinkedIn

## Professional Summary

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Data Analyst with 2+ years of experience applying machine learning, NLP, and GenAI tools to deliver actionable insights and automation across retail, pharma, and insurance sectors. Skilled in Python, SQL, Power BI, and LLMs like BERT and Longformer, with a proven track record in building predictive models, streamlining data workflows, and driving data-informed business decisions.

## AREAS OF EXPERTISE

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- Data Analysis
- Power BI, Tableau
- Compliance, KPI's
- Data Cleaning & Processing
- Mathematics
- Data Science
- MySQL, R
- Azure, Docker
- Data Mining
- Problem Solving
- Pandas, Matplotlib
- Stakeholder Communication

## Experience

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**Data Scientist**, *JustinClicks, Remote, Mumbai, India*

May 2023 – Jan 2025

- Fine-tuned LLMs such as BERT and RoBERTa using Python and Hugging Face to enhance sentiment tagging accuracy by **30%** across ORM datasets.
- Designed dynamic SEO and brand performance dashboards in Power BI and Looker Studio, reducing stakeholder reporting time by **40%**.
- Automated ORM data ingestion pipelines from social and review platforms using SQL and Airflow, decreasing manual data processing by **60%**.
- Performed keyword and competitor intelligence using SEMrush and Ahrefs, driving a **15% growth** in client web traffic through actionable insights.

**Data Analyst**, *Deep Punch, Remote, Mumbai, India*

Oct 2020 – Jun 2021

- Improved inventory forecasting using regression models built in Python and Excel, resulting in a 25% increase in accuracy and better stock control.
- Created supplier performance dashboards using Power BI to reduce procurement delays by 20% and increase visibility for procurement teams.
- Automated reporting workflows with SQL and Jupyter notebooks, saving over 10 hours of manual effort per week.
- Conducted spend analysis and cost modeling with Python to identify vendor savings, achieving a 12% reduction in sourcing costs.

## Projects

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**GenAI-Driven Fine-Tuning of LLMs for Automated Mention Analysis**

[github.com/aaditya0810](https://github.com/aaditya0810)

- Fine-tuned Longformer models for multi-label entity tagging in pharma and insurance datasets, improving classification accuracy by **30–40%**.
- Automated mention analysis pipelines with Python for scalable JSON data preparation and tagging evaluation.
- Enhanced NLP workflows through iterative model optimization and client-specific refinements.

**Malware Detection in Portable Executable (.exe) Files Using Hybrid Machine Learning**

[github.com/aaditya0810](https://github.com/aaditya0810)

- Built a hybrid malware detection system using PE header analysis and ensemble models, achieving high classification precision.
- Engineered feature extraction, dimensionality reduction, and model training using CNN, XGBoost, and SVM.
- Evaluated results with confusion matrices and ROC curves for deployment-ready insights.

## Education

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**Queen Mary University of London**, MSC in Computer Science

2021 – 2023

**University of Mumbai**, BE in Computer Engineering

2017 – 2020