

AAYUSH DAMANI

+44 7498282344 aayushd97@gmail.com /in/aayush-damani/

*Authorization to work in UK

EDUCATION

Imperial Business School

London, United Kingdom | Sep 2025 – Aug 2026

MSc in Business Analytics and AI

Relevant modules: Deep Learning and Gen AI, Machine Learning, Data Structures and Algorithms, Marketing Analytics

Duke University

Durham, United States | Aug 2015 – Sep 2023

BSc in Economics with Minor in Mathematics (3.4 GPA)

Relevant modules: Econometrics, Ordinary and Partial Differential Equations, International Trade, Public Finance, Number Theory

*Returned to complete degree in 2023 following a medical leave of absence and pandemic interruption.

PROFESSIONAL EXPERIENCE

AstraZeneca

London, England | June 2026 – Sep 2026

Market Research Intern

- Conducted market analysis of China's cell therapy supplier landscape to identify and evaluate potential partners across key supply chain categories, as a consulting project in collaboration with Imperial Business School
- Developed data-driven supplier selection framework focused on quality, regulations, scalability, resilience, and strategic fit
- Assessed operational, geopolitical, and regulatory risks to recommend approaches for long-term supply chain

Core Integra Consulting Services

Mumbai, India | Aug 2024 – Jul 2025

Data Analyst

- Designed and automated a talent acquisition performance dashboard in Excel using 10,000+ data points from HR, integrating VBA scripts to generate actionable insights on key recruitment KPIs and the hiring process funnel for the client (TCS); led to 60% reduction in manual data preparation tasks
- Created an automated interactive client invoicing dashboard leveraging Power Query/VBA to solve payment tracking challenges leading to 30% reduction in manual data preparation tasks; synthesized findings in executive reports, supporting data-driven recommendations that enabled faster decision-making on cash flow and client management
- Identified revenue decline across 7000+ data points using Python-based analysis; classified clients by commercial characteristics, enabling insight-driven strategy and improving business development strategies

Jamshri Realty Limited

Mumbai/Solapur, India | Dec 2023 – Jul 2024

Business Analyst

- Provided strategic support for 20-acre mixed-use campus development; conducted market assessments and engaged with national and international companies to evaluate operational expansion opportunities
- Founded and led a customer engagement department; gathered and analysed primary data from the 10+ businesses on the campus, collecting 100-200 customer responses daily to assess market opportunities for new commercial initiatives
- Identified revenue optimisation strategies for a 200-seat restaurant through customer survey analysis; implemented data-driven strategies including menu redesign, targeted social media campaigns, and pricing optimisation, driving a 20% revenue increase
- Planned and optimised digital campaigns using Google Analytics, resulting in an increase in daily footfall from 1500 to 2000
- Led engagement with market research firm to develop comprehensive market study for Solapur; conducted competitive landscape analysis to determine optimal land utilisation strategy for campus development

PROJECTS (www.github.com/aayushd97/Data-Analytics-Portfolio)

Customer Segmentation & Churn Prediction

London | Feb 2026 – April 2026

- Applied K-Prototypes clustering to segment 5,300+ e-commerce customers into four behaviourally distinct groups, identifying a high-risk segment with 3x the churn rate of the most loyal segment, driven by product concentration and tenure
- Built segment-specific logistic regression models that improved churn prediction accuracy and uncovered reversed churn drivers across segments, informing differentiated retention strategy recommendations

My Prayaas

Mumbai/Solapur | Jul 2014 – Jan 2019

- Collaborated with local NGO to support and educate HIV-positive families in Solapur, directly engaging with ~50 orphaned children to raise £5000+ in donations by building an online platform to learn about each child, facilitating donations
- Organized expert-led HIV awareness and testing sessions for at-risk women with a goal to increase local testing rates

ADDITIONAL SKILLS

Skills: IBM Data Analyst Professional Certificate (Aug – Nov 2023), Exploratory Data Analysis, Python, SQL, VBA, Looker Studio, Tableau, Power BI, Excel (Advanced), R, Stata, Power Query, Data Communication, Stakeholder Management, Executive Reporting

Languages: English, Hindi, Spanish

Extra-Curricular and Interests: Sports Captain (Student Council), Sports Business Career Club, Football, Swimming, Sports Analytics