Zeel Bhadra

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Education

SVKM's Dwarkadas J. Sanghvi College of Engineering — Mumbai, India
B.Tech, Computer Science & Engineering (Data Science) | *CGPA:* ***8.84 / 10.00*** — *Aug 2023 – Aug 2027*

Internship Experience

Redkross Research Foundation — Remote
Research & Data Science Intern — *Feb 2026 – Apr 2026*

- Upgraded an AI-powered research paper analysis platform into a **Retrieval-Augmented Generation (RAG) pipeline**, automating paper ingestion, text extraction, preprocessing, indexing, and information retrieval.
- Benchmarked **TF-IDF, SBERT, E5, BGE, and hybrid retrieval** approaches using evaluation metrics; integrated semantic search, page-level citations, and explainability mechanisms to improve retrieval transparency and relevance.
- Optimised API integration and data retrieval using **Flask and MongoDB caching**, reducing redundant API calls by **70%** and response latency by **40%**; streamlined research data processing through automated workflows.

Projects

Pharma Procurement Risk Intelligence System — May 2026

- Analysed **400+ purchase orders** across **15 suppliers** and **12 molecules** using SQLite and Python; developed a composite risk-scoring model across price, delivery, and quality **KPIs**, identifying **4 critical suppliers** representing **Rs. 4.9 Cr** in potential financial exposure.
- Identified that **64% of procurement spend** was concentrated among medium-risk suppliers, uncovering a hidden concentration risk through trend analysis and translating findings into actionable management recommendations.
- Designed a **4-step AI-driven automation pipeline** for data extraction, risk classification, and stakeholder reporting, reducing quarterly reporting turnaround from days to on-demand.

Beauty & Personal Care E-commerce Analytics — May 2026

- Investigated revenue stagnation despite **18% user growth** through **root cause analysis**, identifying discount strategy and customer acquisition inefficiencies.
- Conducted **18-month LTV:CAC and cohort analysis** across acquisition channels, identifying that **55% of customers** were acquired at a net loss and a **5.5× return-rate gap** between discount tiers.
- Quantified **Rs. 1.32 Cr in revenue leakage** and **Rs. 29.6 L in refund risk**; developed a **Power BI dashboard** with DAX measures and city-tier filters, projecting **40% CAC reduction**.

Pharma Field Force Analytics — May 2026

- Diagnosed field-force underperformance despite a **20% increase in workforce**, analysing operations across **200 medical representatives**, **500 doctors**, and **6 geographic zones**.
- Used **PostgreSQL, advanced SQL, and K-Means clustering** to segment field representatives into **4 performance personas**, identifying distinct operational gaps and improvement opportunities.
- Uncovered an **8× prescription conversion gap**; applied predictive regression and price sensitivity analysis to quantify a **Rs. 45 L annual revenue opportunity**.

SKILLS

Business Analysis: Root Cause Analysis, Risk Assessment, Gap Analysis, KPI Development, Structured Problem Solving, Stakeholder Reporting
Data Analytics: SQL, Python, Excel, Cohort Analysis, Statistical Analysis, Clustering, Sensitivity Analysis
Business Intelligence: Power BI, DAX, Data Visualisation, PowerPoint
AI, ML & NLP:RAG, LLMs, Explainable AI
Tools & Automation: Flask, MongoDB, PostgreSQL, Git, API Integration, Workflow Automation

EXTRACURRICULAR

Vice Chairperson – DJS NSS June 2025 – April 2026
SVKM's DJSCE *Mumbai, India*

- Led planning and execution of two campus-wide blood donation drives, coordinating 70+ volunteers, medical teams, and logistics to collect 1,000+ blood units while independently resolving operational challenges.
- Directed a 7-day rural development camp at Dahanu; managed end-to-end logistics for 50+ volunteers across parallel workstreams (surveys, medical camps, solar installation) with strong attention to detail and organisational rigor.

Publicity Associate – DJS S4DS Aug 2024 – Apr 2025
SVKM's DJSCE *Mumbai, India*

- Managed publicity and promotional outreach for technical events, workshops, and student initiatives through digital communication channels, ensuring effective dissemination of event information.
- Coordinated promotional campaigns and content dissemination across student networks, collaborating with the organising team to strengthen event visibility and student engagement.

ACHIEVEMENTS

Top 50 – Capgemini Exceller AgentifAI Buildathon 2026

- Ranked among the **Top 50 teams out of 8,000+ teams and 53,000+ participants**, developing FraudGuard, an AI-powered financial fraud detection and investigation platform.
- Translated a real-world financial fraud challenge into a data-driven solution incorporating **risk detection, explainable insights, transaction monitoring**, and human-in-the-loop feedback.

Institutional Recognition – SVKM Annual Day 2026

- Led DJS NSS as Vice Chairperson during the period in which the organisation achieved the highest blood donation collection across all SVKM colleges, receiving the Principal's trophy at the Annual Day for this achievement.

CERTIFICATIONS

Generative AI for Data Science | *Microsoft – Coursera* August 2026

McKinsey Forward Program | *McKinsey.org* June 2026

Data Visualisation: Empowering Business with Effective Insights – Tata iQ | *Forage* May 2026

Data Analytics Virtual Job Simulation – Deloitte Australia | *Forage* June 2025