

Sujay Subramanyam

sujaysubramanyam25@gmail.com | 714-390-9784 | <https://www.linkedin.com/in/sujay-subramanyam-522960193/>

PROJECTS

Headphones Conjoint Analysis Project

- Designed conjoint analysis survey to understand the brand coefficient of BeatsByDre, Bose, and JBL when they sell their flagship headphones
- Analyzed results of the survey to see how Beats By Dre and Bose have way higher brand coefficients than that of JBL

Movie Revenue Prediction Model

- Using Kaggle Dataset of movies, I tested and developed a regression model to be able to test what factors influence revenue of a movie the most
- Ran a regression model using R to study the influence of how first week sales, production budget, and domestic dominance (domestic sales per international one) influence movie revenue

Airline Pricing Monte Carlo Simulation

- Designed a monte carlo simulations based model to be able to figure out how to maximize the contribution margin of a ticket based on pricing decisions the airline takes on
- Ran simulations on Excel based on hypothetical price and demand relations to be able to simulate and find the optimal ticket price for each class

EXPERIENCE

UCR Office of Technology Partnerships INNOVAR | Student Entrepreneur *Riverside, CA* | Sept. 2025 - Dec. 2025

- Practiced pitching a presentation of a product idea aimed to help music producers be able to save time marketing
- Conducted 18 interviews with industry music producers to be able to search for market validation
- Presented weekly interview reports of problems music producers face in their day to day life and solutions

Catania Silk | Web Development Intern

Paramount, CA | Ju1. 2025 - Nov. 2025

- Designed a website following industry standard UI/UX principles to redesign the website for a fabric wholesaler while communicating with CEO and observing company needs
- Developed a fully functional website using [Next.js](#) and Tailwind CSS built to meet the needs of the company
- Developed Zapier automation for there to be a simple communication system between customers and employees

Highlander Consulting Group | Intern

Riverside, CA | Jun. 2021 - Aug. 2021

- Presented case study of how the Quantum Black team made a heat rate optimizer to save money in power plant
- Did a presentation of creator brands and how content creators have lucrative ventures as a mascot for products

Forage (British Airways) | Data Scientist Job Simulation

Online | Jun. 2021 - Aug. 2021

- Utilized the beautiful soup library in python to webscrape skytrax for customer reviews for the airline British Airways
- Utilized the text blob library to conduct basic sentiment analysis on customer reviews

MyStudyPal | Marketing Intern

Riverside, CA | June. 2023 - Dec. 2023

- Worked on outlining, scripting, and producing short form Instagram Reel videos for high school students looking for a tutor to help them out with their AP Exam tutoring needs
- Drafted out researched reports on targeting the consumer segment of high school students interested in tutoring

EDUCATION

University of California, Riverside | B.S. Business Administration (Information Systems & Marketing) *Riverside, CA* | Dec 2025

- **Awards and Honors:** Deans Honors List, Organizational Behavior Presentation Finalist, Best Theme Project - Cutie Hack
- **Relevant Coursework:** Competitive Strategic Analysis, Brand Management, Simulations for Business, Data Mining and Visual Analytics, Practical Business Forecasting, Data Driven Marketing, Information Technology Management, Business Analytics, Marketing and Distribution Management, Consumer Behavior, Production and Operations Management, Management Decision Analysis, International Trade, Financial Evaluation and Managerial Analysis, Intro to Ecommerce

SKILLS

- Programming Languages: Python (Pandas,Beautiful Soup,TextBlob), R, SQL, Java Script, [React.js](#), [Next.js](#),HTML, CSS
- Software: Tableau, Power BI, Excel, Microsoft Office, SPSS, Figma, Canva, Adobe Photoshop, Wix, Adobe Premiere Pro, Adobe After Effects, Sawtooth, Git Hub, Chat GPT, Claude, Gemini, Notion, Perplexity
- Data Analysis: Conjoint Analysis, Data Visualization, Regression Analysis, Sentiment Analysis, Survey Analysis
- Web Development: Website Design, UI/UX Design, SEO, Social Media Management
- Business Intelligence: Marketing Strategy, Strategic Analysis, Market Research, Customer Segmentation, Project Management, Business Data Analysis, Segmentation Analysis, Management Communication