

Sepehr Zarnegar (he/him)

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SUMMARY

Warwick Business School graduate with an MSc in Information Systems & Digital Innovation and experience across data analysis, business analysis, and digital transformation. Focused on applying AI-enabled solutions to rethink traditional processes, improve efficiency, and create smarter, more data-driven ways of working.

EDUCATION

Warwick Business School, MSc Management of Information Systems and Digital Innovation

Sep 2024 - Sep 2025

- Modules included: Data Analytics & Artificial Intelligence, Programming for Data Analysis
- Awarded University of Warwick Departmental Scholarship

University of Tehran, Industrial Management (First Class honours)

Sep 2018 - June 2022

- First Class Honours (17.43/20), Top 10% of Cohort

WORK EXPERIENCE

Data & AI Strategy Consultant

May 2025 - Jul 2025

[Allnex](#) (Global Specialty Chemicals & Coating Resins Company), Remote, United Kingdom

- Optimised SharePoint workflows and documentation, increasing platform engagement by 60%
- Developed a personalised AI chatbot using internal documentation to support 1,000+ employees globally
- Conducted a full UX/UI audit of SharePoint, identifying usability issues and improving operational controls

Business Strategy Intern

Aug 2023 - Oct 2023

BAT Pars (FMCG & Tobacco Manufacturing Company), Tehran, Iran

- Led competitive intelligence and transaction data analysis across 10+ brands, building an Excel model with INDEX/MATCH and dynamic pivot tables to identify market entry requirements and surface 3 key strategic findings
- Designed and administered consumer surveys across 200+ respondents, analysing behavioural data to generate positioning insights that informed brand strategy across the product portfolio

Business Analyst Intern

May 2023 - Jul 2023

[Eastcool](#) (Iran's Leading Home Appliances & Refrigeration Manufacturer), Tehran, Iran

- Automated sales and inventory reporting using Power Query and PivotTables, reducing repetitive manual analysis
- Developed forecasting models using historical sales data and regression to support demand and inventory planning
- Explored machine learning approaches for sales forecasting using Python, pandas, and scikit-learn

PROJECTS

Bitcoin-Equity Gap Forecasting | [Live Demo](#) | [GitHub](#)

- Used Python, Pandas and SQL to analyse 26,000+ hourly Bitcoin observations across 156 weekends and build leakage-controlled forecasting models for crypto-linked equities, achieving 86–90% directional accuracy

E-commerce Purchase Audit | [GitHub](#)

- Used Python, Pandas, Scikit-learn and XGBoost to build and evaluate a purchase-prediction pipeline across 2,871 customer interactions, identifying data leakage and benchmarking multiple ML models

SKILLS & CREDENTIALS

- **Technical:** Python, SQL, Excel, Tableau, Power BI, Notion, Canva, Microsoft Office Suite
- **Languages:** English (Fluent), Persian (Native), Arabic (A2), Chinese (HSK2)
- **Certifications:** [Warwick Award](#), [Google Data Analytics](#), GRE: 170Q, 161V