

Resume

UJAN BANERJEE

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EDUCATION

Harris School of Public Policy, University of Chicago
Master of Public Policy

Chicago, IL
September 2025 - June 2027

Delhi School of Economics, University of Delhi
M.A. Sociology | CGPA - 6.317/10 (First Division)

Delhi, India
May 2023

- Ranked 13th in Delhi University's all-India entrance test for Sociology
- Developed a paper on the sociology of media and presented findings at the Mass Communications Research Conference, University of Calicut in November 2023

Shiv Nadar University
B.Sc. (Research) Mathematics | CGPA - 8.38/10

UP, India
May 2020

- Researched Primality Testing with a focus on the AKS Primality Testing Algorithm as part of undergraduate dissertation.
- Conducted university-funded ethnographic work in rural West-Bengal and presented findings at the Opportunity for Undergraduate Research Conference
- Interviewed and selected applicants for the music society for 4 consecutive years, and taught music for 2 semesters as part of the Student Mentorship Program

PROJECTS

D2C-Sync
Independent Project

Kolkata, India
September 2025

- Built a prototype web app that automates tax and bookkeeping adjustments for Indian e-commerce brands managing product returns.
- Implemented client-side logic to parse Shopify-like data (<https://lnkd.in/gRujkV6a>) and generate adjustment records exportable into accounting systems (e.g., ZohoBooks, Khatabook).
- Deployed a working demo on Netlify: <https://d2c-sync-netlify.netlify.app/>

Health Insurance Whitespaces in India
Collaborative Research Project

Kolkata, India
July 2025 - September 2025

- Conducted a multi-disciplinary project (with collaborators in business, sociology, and engineering) on health insurance adoption in the segment underserved by both government schemes and private insurance.
- Designed and executed field-based data collection in Gurgaon; built consumer archetypes to reveal hidden patterns in demographic and behavioral variables.
- Applied topic modeling and sentiment analysis on scraped, unstructured online discussions on health insurance in India to capture emergent perceptions of risk and trust.
- Developed hypotheses to explain and test insurance industry bias toward increasing premium and upselling over customer acquisition.

PocketFM
Independent Research Project

Himachal Pradesh, India
March 2025 - July 2025

- Designed and executed an independent research study on user-attention and product design in India's audio entertainment market, with Pocket FM as a case study.
- Developed a qualitative framework of media engagement that explains the problem of user acquisition vs. retention dynamics and provides strategic implications for product, content, and IP development.
- Published publicly available report (ubanerjee.com/pocket-fm) demonstrating a toolkit in the form of questions to model emergent problems of user engagement and retention

LEADERSHIP EXPERIENCE

- Worked directly with the founder of Utopia Hostels, Himachal Pradesh, to launch a functional website; advised on marketing and targeted social media outreach

SKILLS & INTERESTS

- Technical Skills: R
- Language Skills: English (Fluent), Bengali (Fluent), Hindi (Working Proficiency)
- Deeply interested in early jazz and traditions of guitar playing

CERTIFICATIONS

- DeepLearning.ai - Regression & Classification, Advanced Learning Algorithms