ASTHA SINGH THAKUR

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PROFESSIONAL EXPERIENCE

Tech Lead, Think Round Inc

Jun 2023 - Present

- Revamped tech stack (Python, JavaScript, Node.js, React, HTML, CSS) & website migration from Squarespace to GitHub & Docker, boosting performance by 10% & user engagement by 15%
- Executed social media campaigns with 80% average engagement & 7K impressions driving website traffic
- Achieved a 400% increase in followership through data-driven strategies & a 50% guest turn-in ratio
- Established tech team for development of website & analytics, streamlining the workflow

Developer Analyst, HotelKey

Feb 2023 - May 2023

- Automated Postman API collections for clients, including Hilton & Red Roof, using JavaScript, transitioning from manual to automated testing of the Property Management System, which increased testing efficiency by 90%
- Designed front-end web app UI/UX in Figma, achieving a 20% increase in user satisfaction through usability testing
- Improved SQL database management, reducing data processing errors by 30% & boosting accuracy by 20%

Assistant Manager (Data Science & Analytics), Angel One Ltd. (formerly Angel Broking Ltd.)

Sep 2021 - Dec 2021

- Led team in projecting incentives for contest campaigns, resulting in a ~14% month-on-month surge in client acquisition
- Developed predictive financial algorithms leading to a 15% boost in ROI using GCP's BigQuery, ML with R & Python
- Analyzed campaigns, resulting in 20% enhancement of the decision-making efficiency, using Google Data Studio
- Revamped the NPS rating system, securing a 25% rise in customer satisfaction, and implemented targeted incentives for a 30% upswing in customer participation in survey journeys and contests

Senior Analyst, Cartesian Consulting

Jun 2019 - Jul 2021

- Scaled Fortune 500 brands (Retail: Vero Moda, Jack & Jones, ONLY, Selected, Titan; QSR: McDonald's) using CRM analytics and targeted campaigns, generating 20M INR (~\$275K) in monthly incremental sales
- Achieved a perfect 10 NPS rating & drove a 6-7% increase in monthly revenue by utilizing A/B testing, cross-sell strategies, market basket analysis, & customer segmentation
- Built ML models including Regression, XGBoost, & Naïve Bayes, using R, Python, SQL, & advanced Excel
- Boosted digital presence & personalized recommendations for a Fortune 100 QSR using Cosine Similarity algorithm

PATENTS & PUBLICATIONS

Intelligent Framework for Driver Fatigue Detection – IEEE ICIRCA

Aug 2023

- Real-time drivers' drowsiness detection system based on a hybrid model of Gradient Boost Decision Tree-CNN-LR **IOT Device for Breast Cancer Detection – UK Design Patent** Jul 2023
- An IoT device with sensors for continuous monitoring, enhancing early detection & minimizing appointments

EDUCATION

University of Texas at Dallas | Master of Science, Computer Science | GPA: 3.7/4 SKILLS

Dec 2023

Frontend: HTML, CSS, JavaScript, React, Figma

Backend: Python, Java, C, C++, PHP, Node.js, JDBC

Database: MySQL, MS SQL, Google BigQuery Analytics: CRM, A/B Testing, Root Cause Analysis **Data Visualization**: Google Data Studio, Advanced Excel

ML: Python, R, Tensorflow, PyTorch, MATLAB **Cloud Computing:** Google Cloud Platform (GCP)

Big Data: Spark, Kafka, Hadoop

Methodologies: SDLC, Agile, Waterfall, Scrum

Leadership: End-to-end delivery

Project Management: Confluence, Slack, Git, Jira

Business Strategy: Market Research Analysis, Forecasting

Design Tools: Figma, Canva

Automation & Testing: Postman, VBA, Macros

Conceptual: Data Structures & Algorithm, OOP, MVC, CRUD, Design Patterns, API Automation, DBMS, UML

ACHIEVEMENTS

Employee of the Month - Nov 2021 - Angel One Ltd. (formerly Angel Broking Ltd.)

Recognized for outstanding performance

'More than expected' Award - Jun 2021 - Cartesian Consulting

- Awarded for creating the Bestseller Life Document, providing a comprehensive view of the business
- 'Extra Mile' Award Jan 2021 Cartesian Consulting
- Acknowledged for exceptional performance & significant contributions to the organization