ASTHA SINGH THAKUR

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SUMMARY

Experienced Data Engineer with expertise in CRM analytics, AdTech, targeted campaigns, programmatic advertising, eCommerce, & team leadership. Proven success with Fortune 500 companies in boosting digital presence, driving sales & customer growth, & streamlining processes, through advanced analytics, machine learning & A/B testing.

PROFESSIONAL EXPERIENCE

Data Engineer & Tech Lead, Think Round Inc   Jun 2023 - Present

- Led tech stack overhaul (JavaScript, Node.js, React, HTML, CSS) & website migration from Squarespace to GitHub
- Executed social media campaigns with 80% average engagement & 7,000 impressions driving website traffic
- Achieved a 400% increase in followership through data-driven strategies & a 50% guest turn-in ratio

Data Engineer, HotelKey   Feb 2023 - May 2023

- Automated Postman API collections for clients enhanced Property Management System testing precision by 90%
- Utilized Figma for web app UI/UX mock-ups, resulting in a 20% rise in user satisfaction based on usability testing
- Spearheaded database optimization using Jira & Confluence, reducing data processing errors by 30%

Senior Data Engineer & Assistant Manager, Angel One Ltd. (formerly Angel Broking Ltd.)   Sep 2021 - Dec 2021

- Led team in projecting incentives for various contest campaigns for traders & brokers, leading to ~14% month on month client acquisition rate surge, earning Employee of Month
- Developed predictive financial algorithms using GCP's BigQuery & machine learning with R & Python, including regression models, leading to a 15% boost in ROI through data-driven insights
- Analyzed campaigns using Google Data Studio, enhancing decision-making processes by 20%
- Revamped NPS rating system with NLP techniques, increasing customer participation by 25%

Senior Data Engineer, Cartesian Consulting   Jun 2019 - Jul 2021

- Awarded 'More than Expected' for scaling Fortune 500 businesses across different domains like Retail & QSR through CRM analytics & targeted campaigns, generating 20M INR 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
- Recognized with the 'Extra Mile' award for enhancing digital presence & personalizing recommendations using Cosine Similarity algorithms for a Fortune 100 QSR brand

PROJECTS

CRM Analytics   Mar 2024

- Developed a CRM analytics solution in Python for RFM segmentation & CLTV prediction with BG/NBD

Exploring ML Techniques potentially preferable for Breast Cancer diagnosis   Aug 2022 - Dec 2022

- Exploring ML techniques for breast cancer diagnosis, aiming to improve early detection of cancer

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

EDUCATION

University of Texas at Dallas | Master of Science, Computer Science | GPA: **3.7/4**   Dec 2023

University of Mumbai | Bachelor of Technology, Electronics and Telecommunication | GPA: **8.2/10**   May 2019

SKILLS

Analytics: CRM, A/B Testing, Root Cause Analysis

Database: MySQL, MS SQL, Google BigQuery

ML: Python, R, Tensorflow, PyTorch, MATLAB

Big Data: Spark, Kafka, Hadoop

Methodologies: SDLC, Agile, Waterfall, Scrum

Frontend: HTML, CSS, JavaScript, React, Bootstrap

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

Data Visualization: Google Data Studio, Advanced Excel

Project Management: Confluence, Slack, Git, Jira, Microsoft Outlook, Microsoft Teams

Design Tools: Figma, Canva, Webflow

Automation & Testing: Postman, VBA, Macros

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