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**   Dec 2023

SKILLS

Frontend: HTML, CSS, JavaScript, React, Figma	**Methodologies**: SDLC, Agile, Waterfall, Scrum
Backend: Python, Java, C, C++, PHP, Node.js, JDBC	**Leadership**: End-to-end delivery
Database: MySQL, MS SQL, Google BigQuery	**Project Management**: Confluence, Slack, Git, Jira
Analytics: CRM, A/B Testing, Root Cause Analysis	**Business Strategy**: Market Research Analysis, Forecasting
Data Visualization: Google Data Studio, Advanced Excel	**Design Tools**: Figma, Canva
ML: Python, R, Tensorflow, PyTorch, MATLAB	**Automation & Testing**: Postman, VBA, Macros
Cloud Computing: Google Cloud Platform (GCP)	**Conceptual**: Data Structures & Algorithm, OOP, MVC,
Big Data: Spark, Kafka, Hadoop	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