

ASTHA SINGH THAKUR

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SUMMARY

Experienced Data Engineer, with expertise in CRM analytics, targeted campaigns, & effective team leadership. Proven success delivering data-driven results for Fortune 500 companies by streamlining processes, elevating digital presence, & enhancing operational efficiency through advanced analytics, A/B testing, & cross-sell strategies.

PROFESSIONAL EXPERIENCE

Data Engineer & Tech Lead, Think Round Inc

Jun 2023 - Present

- Restructured team and tech stack, boosting data-driven decisions and website performance by 10%
- Managed the website migration, enhancing user experience through data analysis, increasing engagement by 15%
- Improved project efficiency by 20% through optimized workflows & data analytics integration

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 and 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 implementing trading strategies, 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 through CRM analytics and targeted campaigns, generating 20M INR (~275K USD) in monthly incremental sales
- Achieved a perfect 10 NPS rating by contributing to a 6-7% increase in monthly revenue through analytical models, A/B testing, and market basket analysis with R, Python, SQL & advanced Excel
- Recognized with the 'Extra Mile' award for enhancing digital presence and personalizing recommendations for Fortune 100 QSR brand
- Automated campaign execution processes & optimized databases, reducing query response times by 25%

PROJECTS

CRM Analytics

Mar 2024

- Developed a Python-based CRM Analytics solution for RFM customer segmentation & Cohort Analysis
- Implemented the BG/NBD model for CLTV prediction & presented findings using Pandas, Plotly, & Seaborn

PUBLICATIONS

Intelligent Framework for Driver Fatigue Detection – IEEE ICIRCA

Aug 2023

- Real-time driver drowsiness detection system based on hybrid model of Gradient Boost Decision Tree-CNN-LR
- Using adaptive thresholding methods, it determines whether the person is sleepy

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