ASTHA SINGH THAKUR

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PROFESSIONAL EXPERIENCE

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

AI Specialist & Project Manager, Needpedia Org   May 2023 - Sep 2023
- Led AI assistant development, improving bot detection efficiency by 10% leveraging advanced ML methods
- Spearheaded project management, achieving a 30% productivity boost through improved collaboration

Analyst, HotelKey   Feb 2023 - May 2023
- Automated Postman API collections for clients, increasing testing precision by 90% of Property Management System
- Generated front-end 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%

Data Scientist & Assistant Manager, Angel One Ltd. (formerly Angel Broking Ltd.)   Sep 2021 - Dec 2021
- Led team in implementing trading strategies, leading to ~14% MoM client acquisition rate surge, earning EoM
- Developed predictive financial algorithms leading to a 15% boost in ROI using GCP's BigQuery, ML with R & Python
- 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 Analyst, Cartesian Consulting   Jun 2019 - Jul 2021
- Awarded 'More than Expected' for scaling Fortune 500 businesses through CRM analytics & 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, & market basket analysis with R, Python, SQL & advanced Excel
- Recognized with the 'Extra Mile' award OND 2020 for enhancing digital presence & personalizing recommendations using data-driven methodologies for Promo Optimization of Fortune 100 QSR brand
- Automated campaign execution processes & optimized databases, reducing query response times by 25%

PATENTS & PUBLICATIONS

An 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 - Design number - 6289909   Jul 2023
- An IoT device integrating sensors, enabling continuous data collection and remote monitoring, improving early detection and minimizing the need for frequent in-person appointments

PROJECTS

Hate Speech Detection using Machine Learning   Jun 2023 - Aug 2023
- Developed and compared ML models that can automatically identify and flag hate speech content on social media

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

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

ML: Python, R, Tensorflow, PyTorch, MATLAB

Big Data: Spark, Kafka, Hadoop

Database: MySQL, MS SQL, Google BigQuery

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

Visualization: Figma, Google Data Studio, Excel

Management Tools: Git, Jira, Confluence

Methodologies: SDLC, Agile, Waterfall, Scrum

Frontend: HTML, CSS, JavaScript, React, Bootstrap

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

Automation & Testing: Postman, VBA, Macros

ML Concepts: Reg, Classif, Clust, NLP, RL, Time Series, Model Eval, Hyperparam Tuning, Cross-val, Dim Reduc

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