# ASTHA SINGH THAKUR

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## SUMMARY

Data Scientist with expertise in CRM analytics, AdTech, targeted campaigns, & eCommerce. Proven success with Fortune 500 companies in enhancing digital presence, driving sales, & streamlining processes through advanced analytics

## EDUCATION

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

## SKILLS

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| **Analytics**: CRM, A/B Testing | **Data Visualization**: Google Data Studio, Advanced Excel |
| **Database:** MySQL, MS SQL, Google BigQuery | **Cloud Computing**: Google Cloud Platform (GCP) |
| **ML**: Python, R, Tensorflow, PyTorch | **Project Management**: Confluence, Jira, Git |
| **Big Data**: Spark, Kafka, Hadoop | **Automation & Testing**: Postman, VBA, Macros |
| **Backend**: Python, Java, C, C++, Node.js, JDBC | **Frontend**: HTML, CSS, JavaScript, React, Figma |

## PROFESSIONAL EXPERIENCE

**Data Scientist & Tech Lead, Think Round Inc**                                                      Jun 2023 - Present
- Designed dashboards that boosted decision-making & contributed to a 5% annual income growth
- Executed social media campaigns with 80% engagement, driving traffic with 7K impressions
- Achieved a 400% increase in followership through data-driven strategies & a **50% guest turn-in ratio**
- Led tech stack overhaul & **website migration** from Squarespace to **GitHub & Docker**, boosting user engagement by 15%

**Data Scientist, 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%**
- Created UI/UX mock-ups in Figma, improving user satisfaction based on usability testing
- Optimized SQL databases, using Jira and Confluence to reduce data processing errors significantly

**Data Scientist & Assistant Manager, 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** 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% for incentivization
- Revamped NPS rating system with NLP techniques, increasing customer participation by 25%

**Senior Data Scientist, 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 Linear & Logistic Regression, XGBoost, & Naïve Bayes, using R, Python, SQL, & advanced Excel
- Boosted digital presence & **personalized recommendations** for a Fortune 100 QSR using Cosine Similarity algorithm

## PUBLICATIONS & PROJECTS

**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

**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

## 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