ASTHA SINGH THAKUR

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SUMMARY

Experienced Data Scientist and Analyst, acknowledged for expertise in CRM analytics, targeted campaigns, & effective team leadership. Demonstrated a track record of exceptional outcomes in streamlining processes, elevating digital presence, & enhancing operational efficiency through advanced analytics, A/B testing, & cross-sell strategies.

PROFESSIONAL EXPERIENCE

Analyst, 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 initiatives, leading to a 30% reduction in data processing errors & a 20% enhancement in data accuracy, including system integration to streamline processes

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 using GCP's BigQuery and applied 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, harnessing data science methodologies, and contributing to a 20% enhancement in the effectiveness of decision-making processes
- Revamped the NPS rating system using NLP techniques, resulting in 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

- Received 'More than Expected' award 2020-21 for upscaling Fortune 500 businesses through user-centric CRM analytics & targeted campaigns, resulting in 20M INR (~275K USD) of monthly incremental sales
- Achieved 10 on 10 NPS rating for contributing to a 6-7% increase in monthly revenue through analytical models, A/B testing, cross-sell, & market basket analysis, including regression models, with R, Python & MS Excel
- Recognized with the 'Extra Mile' award OND 2020 for enhancing digital presence & personalizing recommendations using advanced data analysis & data-driven methodologies for Promo Optimization of Fortune 100 QSR brand
- Automated campaign execution processes & optimized retail client account databases with SQL servers, reducing query response times, minimizing data discrepancies resulting in enhancement of operational efficiency by 25%

PROJECTS

CRM Analytics   Mar 2024

- Developed a CRM Analytics project using Python and E-commerce data. Conducted RFM analysis for customer segmentation, Cohort Analysis for retention insights, and implemented the BG/NBD model for CLTV prediction. Presented findings with Pandas, plotly, and seaborn

PUBLICATIONS

Intelligent Framework for Driver Fatigue Detection – IEEE ICIRCA   Aug 2023

- Cost effective, real-time drivers 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
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
Conceptual: Data Structures & Algorithm, OOP, MVC, CRUD, Design Patterns, API Automation, DBMS, UML