

# ASTHA SINGH THAKUR

+1-469-819-7543 | [asthasingh220697@gmail.com](mailto:asthasingh220697@gmail.com)  
[linkedin.com/in/astha-t](https://linkedin.com/in/astha-t) | [astha22.github.io](https://astha22.github.io)

## PROFESSIONAL EXPERIENCE

### Tech Lead, Think Round Inc

Jun 2023 - Present

- Revamped tech stack overhaul (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 & 7,000 impressions driving website traffic
- Achieved a 400% increase in followership through data-driven strategies & a 50% guest turn-in ratio
- Restructured team & improved project efficiency through optimized & streamlined workflows by 20%

### Developer Analyst, HotelKey

Feb 2023 - May 2023

- Automated Postman API collections for clients 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, achieving a 20% increase in user satisfaction through usability testing
- Improved back-end database management, reducing data processing errors by 30% and 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 various contest campaigns for traders & brokers, leading to ~14% month on month client acquisition rate surge, earning Employee of Month
- 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

- Awarded 'More than Expected' for scaling Fortune 500 businesses across different domains like Retail & QSR through CRM analytics & targeted campaigns, generating 20M INR 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
- Recognized with the 'Extra Mile' award for enhancing digital presence & personalizing recommendations using Cosine Similarity algorithms for a Fortune 100 QSR brand

## PROJECTS

### 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

### Symphony Band Management System

Jun 2022 - Aug 2022

- Built with MySQL, JDBC, Spring Boot, Java, HTML, CSS, & JavaScript to manage end-to-end operations in an orchestra

## 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

University of Mumbai | Bachelor of Technology, Electronics and Telecommunication | GPA: **8.2/10**

May 2019

## SKILLS

**Frontend:** HTML, CSS, JavaScript, React, Bootstrap

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

**Database:** MySQL, MS SQL, Google BigQuery

**Automation & Testing:** Postman, VBA, Macros

**Design Tools:** Figma, Canva, Webflow

**Data Visualization:** Google Data Studio, Advanced Excel

**Methodologies:** SDLC, Agile, Waterfall, Scrum

**Conceptual:** Data Structures & Algorithm, OOP, MVC, CRUD, Design Patterns, API Automation, DBMS, UML

**Leadership:** End-to-end application delivery, Cross-Functional Leadership

**Project Management:** Confluence, Slack, Git, Jira, Microsoft Outlook, Microsoft Teams

**Business Strategy:** Resource allocation, Market Research Analysis, Budgeting & forecasting

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

**ML:** Python, R, Tensorflow, PyTorch, MATLAB

**Big Data:** Spark, Kafka, Hadoop