AISHWARYA BAALAJI RAO

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EDUCATION

Arizona State University, Tempe, AZ   AUG 2021 - MAY 2023
Master of Global Management - Data Science (GPA - 3.88 / 4)
Relevant Coursework: Data Structures & Algorithms, Database Management Systems Implementation, Advanced Statistics using SPSS, Data Analytics, Statistical Machine Learning, Analytics and Machine Learning, Data Visualization

PES University, Bangalore, Karnataka, India   JUN 2015 - AUG 2019
Bachelor of Technology, Electronics and Communication Engineering (GPA - 7.57 / 10)
Specialized in Signal Processing, received Academic Excellence Award, 2019

TECHNICAL SKILLS

- **Programming Languages:** HTML5, CSS, JavaScript, TypeScript, Python, MatLab
- **Tools and Frameworks:** Tableau, IBM SPSS, GIT, Angular 9, AngularJS, D3.js, NodeJS, Figma
- **Cloud Platforms**: Google Cloud Platform and Microsoft Azure Virtual Machines
- **Databases**: SQL, Minibase, PostgreSQL
- **Agile Tools**: Jira, Confluence, Miro, ClickUp
- **Certifications**: Data Science Orientation (Coursera), Project Management Foundations (LinkedIn), Advanced Excel (Wall Street Prep)

WORK EXPERIENCE

InterBiz Consulting — Software Developer Intern; *Tempe, Arizona*   MAY 2022 - AUG 2022
- Led front-end product development for refinancing defaulted student loans using .NET for API and backend development and Angular framework (responsive across desktop, tablet, and smartphone devices) for UI development to handle a business of $10B magnitude.
- Facilitated cross-international scrum calls with Indian team and managed a team of 6 developers, refactored code using angular best practices and made the entire platform responsive, enhancing customer satisfaction and user experience by over 95%.
- Built dynamic UX templates using Figma for the Loan Management System (LOMS) which will help the client to automate the loan servicing process faster to market by eliminating the use of Microsoft Excel sheets.

Tredence Inc. — Senior Software Engineer**;** *Bangalore, Karnataka*   JUL 2021 - AUG 2021
- Collaborated with data scientists and product managers to effectively develop the entire front end application for MLWorks demo application, using Angular 11, D3 library, API creations using NodeJS & MongoDB, and handled deployment through Azure.
- Improved the data visualizations by providing night and day vision modes on the website increasing user satisfaction by over 85%.
- Used advanced data visualization techniques to communicate solutions to product stakeholders, increasing user experience by over 90%.

Tredence Inc. — Software Engineer; *Bangalore, Karnataka*   JUN 2019 - JUL 2021
- Part of the team (as a frontend developer) that researched, analyzed and developed, the company's 1st ever ML and AI powered web application product; which shifted the company's focus from service model to product orientation.
- Revamped the entire UI of Sancus to Angular Material design increasing user traffic and platform responsiveness by over 60%.
- Created the entire project structure and architecture for MLWorks Demo Application using Angular. Wrote well-researched technical documentation for the team about front end development as needed for DevOps functions, increasing team knowledge by over 70%.
- Strategically applied lazy loading technology into MLWorks application improving website performance, SEO, and traffic by 95%.
- Incorporated security features: securing APIs from NoSQL injection attacks, form validations, application timeout and secure routes.

PROJECTS

Food Recognition and Calorie Estimation
- Achieved 98% accuracy through confusion matrix results in food recognition by training two machine learning models, ResNet-50 and AlexNet using MATLAB.
- Used food-101 dataset available online as the train database and procured 1000 fruits and vegetables images by self using an iPhone camera and uniform light setting as a test database to identify the food based on color, texture and shape. Finally, by the use of a regression model, the calories was estimated based on weight of the product.

Marketing Data Analytics for Chick-fil-A
- Developed marketing insights for Chick-fil-A dataset using data analysis techniques through visualizations using Tableau.
- Used PESTEL marketing trends, regression and clustering analysis to provide several business metrics like most profitable customers, regions for actionable insights and new markets to enter into for more than 50% chances of profitability.

Adding RDBMS Functionality to Minibase
- Implemented various RDBMS functionalities to Minibase code like group by, and joins like Top K, NRA (No Random Access Algorithm), Hash Index, Unclustered and Clustered BTree methods.

Data Visualization using Python
- Created advanced data visualizations and executive report for a data visualization project that would be used by marketing executives team to boost enrollment for college programs.
- Analyzed data for the 4 most influential factors among the 8 attributes given to efficiently present the data using python libraries (matplotlib, plotly, and seaborn plots)