AKSHATHA M SINGH

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EDUCATION:

RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY Newark, NJ
Rutgers Business School, Master of Information Technology and Analytics, **GPA - 3.5/4.0** May 2020
Relevant Coursework: Data Mining, Data Analysis & Decision Making, Business Data Management, Statistical Linear Models, Financial Time Series, Data Visualization, Analytics for BI, Information Security, Web Analytics.

VISVESVARAYA TECHNOLOGICAL UNIVERSITY INDIA
Bachelor of Engineering, Electronics and Communication Engineering, Rank - First Class July 2017

SKILLS:

- Programming languages & Tools: **Python**, **SQL**, **Tableau**, **R, Spark, AWS (EC2), Google Analytics, Git.**
- Libraries & Frameworks: Pandas, NumPy, Scikit-learn, NLTK, Keras, TensorFlow, Matplotlib, Seaborn.

PROJECTS:

Stock Price Prediction using Recurrent Neural Networks: GitHub

- To assist investors **enhance profitability** in their short-term investing strategies, predicted the closing price of the Big 4 Tech companies using the historical time series data.
- Built a **LSTM Recurrent Neural Network** using **Keras** with **TensorFlow** backend and trained the network using 'Backpropagation'.
- Achieved a root mean squared error **(prediction error)** of less than **0.04**

Sentiment Analysis of Customer Reviews: GitHub

- To **understand customer experiences** and gauge public opinion on Amazon's 'Grocery and Gourmet food' platform implemented sentiment analysis using **Natural Language Processing** and Machine Learning.
- Created a structured database from unstructured data in JSON format, cleaned and parsed the data using **NLTK** and classified the reviews as 'Positive', 'Negative' or 'Neutral' .
- Built a model using Support Vector Machine, Random Forest and Naive Bayes Classifier **(accuracy of 94%).**

Recommendation System for IBM Watson Studio: GitHub

- To provide **personalized recommendation** of articles to the users of IBM Watson studio platform, analyzed the users interactions and built three types of Recommendation Systems.
- **Rank-Based Recommendation system** to recommend articles by popularity to the **new users** of the platform.
- To provide better recommendations for **existing users**, built the system using **User-User Collaborative filtering** method defined by user similarities and **Matrix Factorization** by user-item interactions.

CERTIFICATIONS:

- Udacity **Data Scientist** Nanodegree Program (Udacity)
- Python for Data Structures and Algorithms (Udemy)
- Advanced Google Analytics (Google Analytics Academy)

EXPERIENCE:

RESEARCH ASSISTANT - Rutgers Business School Aug 2020 - Present

- Working on data analysis development work and the project, 'Data Analysis for COVID-19 Test Sequencing'.

DATA@ANZ Virtual Internship Program (InsideSherpa) June 2020

- To **optimize user recommendations** for ANZ's Banking Service, estimated the **Annual Salary** of customers by creating calculated variables and Analyzing the transaction data.
- Predicted the Annual Salary using Linear Regression and Decision Tree Regressor.

KPMG DATA ANALYTICS CONSULTING Virtual Internship Program (InsideSherpa) May 2020

- Identified a **target group of customers** to optimize the **marketing strategy, resource allocation** and **customer acquisition costs** for a client (Bike & Cycling accessories) by analyzing customer behavior patterns.
- Corroborated the hypothesis with statistical testing and presented the insights using **Tableau dashboards**.