

# Arzoo

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## Data Scientist /Full Stack Developer

A **Data Scientist** with a background in **Full Stack Development**, skilled in machine learning, data analytics, and predictive modeling. Proficient in Python, SQL, and data visualization tools, with experience optimizing web applications and integrating AI-driven solutions. Focused on leveraging data to drive business insights and improve system efficiencies.

## EXPERIENCE

**Sense Digital Media Pvt. Ltd. • Gurugram, India • 06/2024 — 01/2025**

### Full Stack Developer

- Designed and developed scalable web applications, advancing system efficiency by 40%.
- Refactored database queries and implemented indexing techniques, enhancing data retrieval times by 60%.
- Integrated 3+ APIs, analyzing engagement to optimize platform performance and boost retention by 25%.
- Applied machine learning models to reviewing web traffic, enhancing the user experience, leading to a 15% increase in page load speed and a 10% boost in user satisfaction.

**PH Travel Limited • London, United Kingdom • 10/2023 — 03/2024**

### Full Stack Developer

- Developed and maintained front-end and back-end components of web applications, elevating performance by 55%.
- Built RESTful APIs and elevated system components using **Node.js, React.js, and SQL**, leading to a 45% increase in system speed.
- Analyzed customer data for 100,000+ users, identifying key trends that improved service recommendations, resulting in a 20% increase in conversion rates.

**NeoRipples Marketing • Texas, United States • 07/2023 — 10/2023**

### Full Stack Developer

- Engineered an optimized and user-friendly e-commerce website, boosting online sales by 35%.
- Conducted thorough testing and debugging, trimming the system workload by 65%.
- Evaluated **Python and SQL** to interpreting and refine database performance, increasing application efficiency by 20%.

## SKILLS

**Programming Languages:** Python, SQL, JavaScript, R, PHP

**Data Science & Analytics:** Machine Learning, Data Visualization, Predictive Modeling, Statistical Analysis, Data Mining

**Web Development:** HTML, CSS, Bootstrap, React.js, Node.js

**Databases:** MySQL, PostgreSQL, MongoDB

**Tools & Platforms:** Excel, Power BI, Git, Jupyter Notebook, Pandas, NumPy, Matplotlib, Scikit-learn, TensorFlow, OpenCV, Seaborn

**Soft Skills:** Problem-Solving, Time Management, Adaptability, Teamwork, Critical Thinking

**Interests** Travelling, Photography, Sketching

**Languages**   English, Hindi, Punjabi, Urdu

## EDUCATION

### MSc Data Science in Machine Learning & Analytics

University of East London • London, United Kingdom • 01/2025 — Present

- Gaining expertise in data-driven decision-making, predictive modeling, and AI applications.

### Master of Computer Application in Software & Data Management

SRM University • Sonepat, India • (GPA: 8.00) • 08/2021 — 06/2023

- Focused on software engineering, database systems, and application development.

### Bachelor of Arts in Mathematics

Kurukshetra University • Panipat, India • 07/2017 — 10/2020

- Compose a strong analytical and problem-solving foundation.

## PROJECTS

### Online Retail Data Analysis • 02/2025 Present

- Currently leading a data science project to analyze 1M+ customer purchasing behaviors and predict sales trends, optimizing inventory management, and cutting down stockouts

### Luvfurpaws • [Link](#)

- Established a responsive pet care e-commerce website, refining user experience and driving a 40% increase in online sales in the first quarter.

### Addix Auto Care • [Link](#)

- Designed and streamlined an automotive service website, increasing customer engagement by 25% through improved content layout and faster load times.

### Filipino Travel Center • [Link](#)

- Created a innovative travel website with enhanced accessibility features, increasing user engagement by 30% within the first two months.

### Perfect Business Travel • [Link](#)

- Crafted and built a real-time flight booking system, handling over 10,000+ bookings per month with 99.9% uptime.

### Get A Flight • [Link](#)

- Implemented backend optimizations, easing booking processing time by 50%, upgrading customer satisfaction and restricting abandonment rates by 20%.

### Call For Umrah • [Link](#)

- Set up a dedicated Umrah travel booking platform, increasing monthly bookings by 15% and bolstering user experience with personalized recommendations.

### QuessCare • [Link](#)

- Implement a healthcare service platform with integrated appointment booking, improving appointment scheduling efficiency by 30% and reducing booking errors.

### Precise Glo • [Link](#)

- Launch an e-commerce website for beauty and skincare products, increasing sales by 50% within the first quarter through an revamped online shopping experience.

#### **DOSS Home Loan • [Link](#)**

- Assembled a financial services website that cut mortgage application time by 30% and went up conversion rates by 25%.

#### **CERTIFICATIONS**

[Programming with JavaScript by Meta](#) • 09/2022

[HTML, CSS, and Javascript for Web Developers](#) • 09/2022

[Python Course](#) • 05/2022

[IELTS Band Score](#) • 11/2024