# Ashish Singh Chauhan

**Multilingual analytics professional empowering well-informed, datadriven decisions tempting insightful and shrewd in understanding and applying business requirements. Keeping detail oriented adept to bring optimum profitability.**

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To work for a company has big cultural exposure and hand on experience and provide me as a gateway to meaningful career. To enhance my skill set with full integrity and zest. To adapt with the changing scenario of the world to achieve personal as well as organizational goals. Experience noting patterns, interpreting data and generating useful reports. Effectively prepares and operates databases and other system structures. Strengthens processes and aligns plans with operational needs. With expertise in analysis and quantitative problem-solving skills, dedicated to company growth and improvements.

Willing to relocate: Anywhere

## Personal Details

**Date of Birth:** 1995-01-07
**Eligible to work in:** India
**Highest Career Level:** 2-5 years experience
**Industry:** Advertising, PR, MR, Event Management, Analytics, Business Operations, KPO, Research, Analytics, Management, Marketing, Project Management, Scientific Research & Development, Software Development, Strategy, Management Consulting Firms, Technology
**Total years of experience:** 5

## Work Experience

### Associate Data Scientist

Decodr Technologies - Noida, Uttar Pradesh
March 2022 to Present

Free Lance Data Science & Machine Learning Instructor.

### Junior Data Scientist

Solar Secure Solutions - 59/2, Okhla Industrial Area
September 2021 to Present

Unit - 2
D 4E Site -1 Panki Industrial Area ,
Kanpur Nagar - 208020

Here, Lucy Electric's automation solutions include SCADA (Supervisory Control and Data Acquisition) systems, which allow the user to have full visual control and data accessibility of any medium voltage networked system architecture incorporating remote terminal units (RTUs) and/or protocol capable IEDs. The Gemini SCADA system is easy to configure and can be tailored to suit any control room operation. Scalable and affordable, the system architecture can be simply upgraded to manage future network expansion.

Technical Details:
• Performed real time data collection, database management and real-time dynamic data display.
• Extrapolated historical collection with real-time and historical trending graphs.
• Managed alarm, event, sequence of event management.
• Provided secure operator supervisory control.
• User-based security & On-line configuration.
• Windows-based solution that can be tailored to suit any control room operation.
• Multiple communications to RTUs, IEDs, PLCs or other I/O devices.
• DNP3, IEC 60870-5-101/104 plus others on request.
• Full OPC server and client support.
• Serial or Ethernet communication channels e.g. radio, GSM or GPRS.

### Project Intern
Ei Systems Technologies - Lucknow, Uttar Pradesh
June 2021 to September 2021

Conceptualized and developed relevant Predictive Analytical solutions. . Envisioning opportunistic areas with by demonstrating relevant and credible Predictive Analytics solutions and paradigms. The role may carrying out high level assessment of Analytics readiness and creating the associated analytic benchmarking which may ultimately converge into a specific Predictive Analytics roadmap. Worked with wide variety of data and implicated diverse set or library and created algorithms to extract useful insights.

### Research Analyst/ Associate
IIT New Office Automation. Indian Institute Of Technology - Kanpur, Uttar Pradesh
November 2019 to April 2020

• Conducted competitive analysis on market offerings, identifying market trends and opportunities. Managed client marketing strategies and product promotion campaigns. Conducted competitive analysis on market offerings, identifying market trends and opportunities. Created SWOT (Time Frame) analysis to evaluate and determine next steps in building a more profitable business. Developed marketing strategies for based on research findings, increasing efficiency by 30%

### Heat Treatment Operator
Indian Ordinance Factories (IOF). Small Arms Factory - Kanpur, Uttar Pradesh
May 2018 to June 2019

• Productions reports. Preparations and Operations. Adjusted guides and holding devices, reducing errors from potential misalignment or product movement. Used templates and hand tools to adjust machinery including alignment of drills, dies, and cutters. Oversaw machine operation to identify defects or malfunctions, making adjustments as necessary. Measured and inspected finished products for defects, and compared to work instructions for accuracy.

### Sr. Business Development Executive
Kanhiya Advertisers & Skywillis Events Organising & Outdoor - Delhi, Delhi

June 2017 to March 2018

Coordinated day-to-day implementation and optimization of campaign activities, ensuring smooth operations and promptly addressing issues as needed. Measured and reported on marketing campaign performance, gained insights and compared results against goals to identify strengths and weaknesses. Identified target audiences, analyzing characteristics, behavior and media habits to contribute to effective client strategies.

### Sr. Sales & Marketing Executive

Perfect 2 Advertising & Media Pvt. Ltd. - Kanpur, Uttar Pradesh

March 2016 to June 2017

Negotiated contracts with media suppliers to obtain the best price for advertising space. Maintained excellent supplier relationships to secure optimal advertising slots at discounted price. Managed advertising slots for projects at once in high pressure, time-sensitive environments. Consulted with clients to better understand their needs, goals, requirements and advertising budgets. Kept client details, information and project records safely stored on, in compliance with company procedures and confidentiality laws.

### Summer Trainee

Indian Ordnance Factories, Small Arms Factory - Kanpur, Uttar Pradesh

June 2016 to August 2016

Gained first hand voluntary experience of various Heat Treatment Operations, tempering, smelting, decarburizing and grain structure refinement process in order to get the desired characteristics in the material.

### Sales Officer

Angel Broking Private Limited - Kanpur, Uttar Pradesh

January 2016 to February 2016

Managed and looked after client's portfolios. Roles and responsibilities included increasing company clientele and looking for new business opportunities.

## Education

### Master's in Data Science & Machine Learning

IIM Lucknow - Lucknow, Uttar Pradesh

April 2020 to June 2021

### Bachelor's in Material Science & Metallurgical Engineering

University Institute Of Engineering & Technology - Kanpur University, Uttar Pradesh

March 2012 to 2017

### Higher Secondary(12th Pass) in Physics, Chemistry, Mathematics

Uttar Pradesh Board Of Higher Secondary Education - Kanpur, Uttar Pradesh

January 2011 to December 2011

### Secondary(10th Pass) in Physics, Chemistry, Mathematics

Uttar Pradesh Board Of Secondary Education - Kanpur, Uttar Pradesh

January 2009 to December 2009

## Skills / IT Skills

- Microsoft Office, Python, SQL Server, RStudio, Jupyter NoteBooks, Scala, Statistical Analysis, Predictive Modeling, Data Visualization, Data Interpretation, Data Warehousing, Forecasting Ability, Advance Structural Analysis, Advanced Engineering Mathematics, Advanced Surveying, Analytical Decision Modelling, Data Pipeline Architecture. (3 years)

## Languages

- English - Expert
- Hindi - Fluent

## Online Profile

## Awards / Achievements

### Associate Fest Incharge
September 2014

Permanent member of SAC at 'UIET'. fest in-charge of Spandan 2K-13 cultural college festival & other technical programs.

### ML Intern
September 2019

Carnegie Mellon University . Internship

## Certifications and Licenses

### Data Analytics & Machine Learning
June 2021 to Present

Penn State University . Remote Internship
Envisioning opportunistic areas with by demonstrating relevant and credible Predictive Analytics solutions and paradigms. The role carried out high level assessment of Analytics readiness and creating the associated analytic benchmarking which may ultimately converge into a specific Predictive Analytics roadmap.

Credential ID : 21ESYSN401

### Machine Learning - Stanford University
October 2020 to Present

Stanford University

Credential ID SDG2GU5UFRWY

### Microsoft Certified : Azure AI Engineer Associate
June 2021 to Present

Microsoft

### Applied Data Science with Python - Level 2
November 2019 to Present

IBM

### Microsoft Certified : Azure Data Scientist Associate
January 2021 to Present

Microsoft

### Udacity Bertlelsmann Scholar
April 2019 to Present

Trainee

### Remote Intern - Machine Learning
July 2019 to Present

MIT Sloan School of Management . Insternship

Credential ID WPJ3H95699VS

### Global Remote Monitoring
May 2019 to Present

IBM

### Convolutional Neural Network
March 2021 to Present

Coursera

## Projects / Papers Presented

### Portfolio Projects
https://ashish-singh-datascientist-dataanalyst.github.io/
July 2021

Visit this website by clicking on the URL to dive straight into my Portfolio Assessment. Thank You !!

### Forecasting Application - Starts and Budget Allocation Optimization
December 2019

Assisted University of Phoenix in forecasting the number of Application-Starts, they would receive each month, by Last Touch Channel. The Python model reflects seasonality and is dependent on Channel Budgets and Conversion Rates. The additional benefit of this model is its ability to capture the impact of each channel on the number of Application-Starts, which eventually helps the university in their budget allocation for channels. The tools we used for the project were Excel, Python and Adobe

Analytics. The forecasting techniques we utilized were ARIMA, SARIMAX, Logarithmic-Regression with One-Hot-Encoding and Holt's.

## Market Response Model - Creating Scalable-Efficient Data Pipeline Architecture
May 2020

Built a response model that boosted the efficiency of a marketing campaign by predicting accurate responses to a service/product. The data collected, was of about 2200 people and it incorporated their family details, food consumption details and responses to various ad-campaigns. The model, using Stepwise Regression, removed the least independent variables and then ran Factor Analysis on the extracted variables. The reformed datasets were trained and tested on various models such as General Linear Model, Linear Discriminant Analytical Model, Quadratic Discriminant Analytical Model, Decision Tree Model and Random Forest Models.

## Recommendation System - Social Network Analysis
August 2020

Developed an Item-Item Similarity based Recommendation system, which was amalgamated with Graphical Network Measures to make co-purchasing recommendations for a user. The similarity measure took into consideration Clustering-Coefficient, Degree Centrality, Similarity with other co-purchases, Sales-Rank, Average-Ratings and Total Reviews it had garnered.

## About Care - Volunteer Optimization
February 2021

Project description - Helped About Care, an NGO in minimizing the commute, their volunteers had to make, to proffer their services to the assigned client. We took the residence data of 180 volunteers and 335 clients and used Google API to form a Distance Matrix between each volunteer and client. We then used Python and Excel for the Decision Assignment Matrix between volunteer and client.
Line Of Balance Scheduling Technique - Multi-Building Project
Jan 2018 – May 2018

Project description
• Led project team to conduct on-site research and gather data
• Performed a Time-Analysis, Network-Analysis and Root-Cause Analysis
• Results suggested that the improper networking led them to a delay of about 8 months

## Building a Big Data Pipeline with AWS Quicksight, Druid, and Hive
October 2021

Used the dataset on aviation for analytics to simulate a complex real-world big data pipeline based on messaging with AWS Quicksight, Druid, NiFi, Kafka, and Hive.

• End-to-end implementation of Big data pipeline on AWS.
• Scalable, reliable, secure data architecture followed by top notch Big data leaders.
• Detailed explanation of V's in Big Data and data pipeline building and automation of the processes.
• Real time streaming data import from external API using NiFi.
• Build both Batch and streaming data pipeline on AWS from NiFi.
• Wrote the data into HDFS (batch) and Kafka(streaming ingestion) using NiFi.
• Ingested the data into Druid using HDFS(batch ingestion) as well as Kafka( real time).
• Compared the performance of Druid or Hive.

• Discussed limitations and opportunities with Druid and Hive.
• Hive external table creation on top of Hadoop distributed file system (HDFS) data.
• Performing ETLs which are widely used in the industry on top of Hive data and storing into managed table.
• Visualizing Hive data using AWS Quicksight to calculate some of the KPIs in Aviation data.

## Walmart Sales Forecasting Data Science Project

August 2021

Data Science Project in R-Predict the sales for each department using historical markdown data from the Walmart dataset containing data of 45 Walmart stores.

• Performed basic EDA to familiarize with the data.
• Took care of missing values and datatype issues in the data.
• Understood the unique key in different data and merging the data.
• Performed Univariate analysis for both numeric and categorical variables.
• Performed Bi-variate analysis to identify redundant variables.
• Plotted Trend of each predictor with the target variable.
• Did in-depth analysis on the impact of Date/Week on Sales.
• Created new features that might add value to the model.
• Defined a function for each set of code that might need to be repeated again.
• Prepared the data for modelling.
• Made prediction using statistical techniques.
• Made model using machine learning techniques.
• Created time series ARIMA models and learn to give their parameters.
• Performed Hyper-parameter tuning to get the best parameters.
• Learned how to make predictions where data is sparse.
• Compared the performance of different models using multiple metrics.