

Ayshwarya Srinivasan

[Portfolio](#) | +1 (513)-886-4802 | srinivaw@mail.uc.edu | [LinkedIn](#)

PROFESSIONAL EXPERIENCE

Data Engineer | Fidelity Investments, Chennai, Tamil Nadu

Aug 2015 - Jun 2019

Database and Web API developer for Customer Profiling (MDM) platform.

- Built a framework for migrating data and web services from Oracle 11g to Cassandra to convert batch processing (run twice a day) to near real time. This reduced overhead from 12 hours to less than 10 seconds.
- Analyzed and identified the critical components to decommission Siebel legacy system and created a 6-month road map to ensure transition occurs with minimal data loss.
- Created a generic framework for JUnit Testing resulting in at least 40% of the bugs being caught even before QA.
- Performed data migration of 8000 Rep data from Oracle 11g to Salesforce by packaging rep, customer, household, and other related data. Data loss due to platform inconsistencies and complex data dependencies were near-zero.
- Designed a Customer churn analysis report as part of Citizen Data Scientist initiative to predict Customer Attrition using Sentiment analysis and Decision trees with 78% accuracy.
- Led a team of 3 to create a framework for automating Oracle Build process which brought down the build time from 4 hours to 10 minutes.
- Automated scripts in Hadoop to send out emails to perform purge and retention; to perform data refresh to reduce an FTE's weekly task of 4 hours down to 12 minutes.

Founder | Madhuram Designs, Chennai, Tamil Nadu

Feb 2017 - Mar 2019

Madhuram is a handloom fabric-based clothing brand.

- Madhuram was created with the mission to reduce the impact of fast fashion and I led a team of 5 towards building an eCommerce company in the highly competitive garment industry.
- Devised Business models and Standard Operation Model to achieve profitability in the first 6 months of operation.
- Performed customer churn analysis and took corrective measure to ensure 60% customer retention (80 customers) by introducing schemes such as referral discounts, returning customer discount and other incentives.

SKILLSET

- **Programming languages:** R, Python, SQL, PL/SQL, Unix scripting, Java, VBA, MS SQL
- **ML Techniques & libraries:** Linear Regression, Logistic Regression, KNN Clustering, Dimensionality Reduction, Random forests, Keras
- **Tools & Frameworks:** Tableau, SAS, SpringMVC, JUnit, Excel, RShiny, Monte Carlo, Xpress

EDUCATION

Carl H Lindner College of Business, University of Cincinnati, Cincinnati Ohio.

Expected Aug 2020

Master's in Business Analytics (Recipient of Merit scholarship)

GPA: 3.98/4

Courses: Probability Models, Data Wrangling, Data Mining, Time Series & Forecasting, Data Visualization, Statistical Modeling & Computing, Applied Linear Regression, Optimization, Simulation Modelling, Big Data Integration

SSN College of Engineering, Anna University, Chennai, India

Apr 2015

Bachelor of Engineer in Computer Science and Engineering

CGPA: 8.01/10

Courses: Data mining, Probability and Queueing theory, Artificial Intelligence, Database Management Systems, Data Structures

PROJECTS

- **Trend analysis for Red blood cells in the blood center | Consultant - Business Analyst for Hoxworth Blood Center: (Excel, VBA, MS SQL)** Reverse engineered data from existing reports and created a database of historic data and performed trend analysis to understand the future supply of Red blood cells in the system. This helped them organize blood donation drives and campaigns.
- **Detection of Sarcasm in Headlines (Python, Keras):** Created a deep learning model to identify sarcasm in news headlines by performing NLP operations such as Lemmatization, Vectorization and applied Keras model with hyperparameter tuning and achieved an accuracy of 84%
- **Women in workplace analysis (R):** Performed Data Wrangling to analyze historical data for identifying biases women face in the workplace and how it affects representation and compensation.
- **Interactive Kickstarter project guide (Tableau):** Developed an interactive dashboard to serve as a guide for any user uploading a project on Kickstarter to identify the probability of success.