

DIVYA SINGH

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Summary

Enthusiastic professional with expertise in market research, data analytics, and visualization. Proven ability to analyze complex data, uncover actionable insights, and present findings effectively to drive strategic decisions and business growth.

Education

University Of Delhi

Aug 2021 – May 2024

Bachelor of Science in Computer Science (Honors) with Minor in Mathematics

8.1/10.00 GPA

Technical Skills

Languages: Python, HTML/CSS, JavaScript, MySQL

Libraries: NumPy, pandas, scikit-learn, Matplotlib, seaborn

Tools: Tableau, Looker, Advance MS Excel, PowerPoint, Git, GitHub, REST API, VS Code, Visual Studio, Canva, Figma

Skills: Data Analysis, Data Modeling, Data Visualization, Presentations, Project Planning, Public Speaking, Strategy, Teamwork

Relevant Coursework: Data Structures & Algorithms, Database Design, Machine Learning, Artificial Intelligence, Data Science

Experience

Expedia Group, New York, United States

Sep 2024 – Oct 2024

Digital Advertising Insights Extern

- Conducted **competitive intelligence analysis** on key players, **evaluating CPC, CPM models** to optimize revenue strategies.
- Developed strategic recommendations** for Expedia Media, enhancing ad placements and formats to **maximize ROAS**.
- Delivered a compelling, data-driven presentation** to the Expedia strategy team, showcasing in-depth insights on **digital advertising effectiveness, competitor strategies**, and recommendations for improving performance across ad platforms.

Accenture, North America

June 2024 – July 2024

Data Analytics and Visualization Intern

- Led a **data simulation project** for a social media client, delivering actionable insights and strategic recommendations.
- Cleaned, modeled, and analyzed 7 datasets**, identifying content trends to drive data-informed decisions.
- Developed and **presented a comprehensive PowerPoint report** and video presentation to **stakeholders**.

SRCASW, University of Delhi, Delhi, India

Jun 2023 – Aug 2023

Machine Learning and Artificial Intelligence Intern

- Analyzed a **dataset of 284,807 transactions**, identifying **492 frauds**, focusing on patterns in an imbalanced class distribution.
- Conducted exploratory data analysis (**EDA**) and applied feature scaling, leading to a **15% boost in model performance**.
- Developed and evaluated various machine learning models, achieving **99.95% accuracy** with XGBoost.

Evepaper, Delhi, India

Nov 2021 – Feb 2022

Data Research and Promotion Intern

- Conducted in-depth market research to **analyze industry trends and consumer behavior** in the online publishing sector, leading to a **30% increase in customer acquisition** while fulfilling **ad-hoc requests**.
- Leveraged advance Excel and SQL for data-driven insights** to identify trends & target audience for effective campaigns.
- Crafted dynamic dashboards** to monitor content performance and partner engagement, effectively communicating insights to stakeholders and **achieving a 40% boost in operational efficiency**.

Projects

Credit Card Fraud Detection System | Python, Machine Learning, Data Analysis, scikit-learn, NumPy, pandas

- Developed and optimized advanced ML models (Logistic Regression, Decision Tree, XGBoost) for credit card fraud detection, achieving 99.12% accuracy and enhancing online transaction security through robust predictive analytics.

AI Text Summarizer App | HTML, CSS, JavaScript, Node.js, Replit, Postman, Hugging Face API

- Designed and deployed a robust full-stack application using HTML, CSS, JavaScript, and Node.js. Integrated Hugging Face API for advanced AI-powered text summarization, validated API performance with Postman for efficiency.

Sales & Customer Dashboard Development | Tableau, Advance MS-Excel

- Developed comprehensive interactive dashboards in Tableau to analyze sales performance and customer data. Included KPI overviews, detailed sales trends, product comparisons, and actionable customer insights for strategic decision-making.

Achievements

- Hackathon Winner:** Won 3rd prize in the Hackathon Techmelange'23 organized at SRCASW, University of Delhi
- Recipient of **Gyan Kunj Puraskar Awardee**, Hindi Vikas Manch, 2019
- Alpha Microsoft Learn Student Ambassador**, Microsoft
- President** of Robotika- The Robotics Club, SRCASW, DU
- Academic Excellence Awardee**, 2018 & 2019
- Activities:** 3-months Mentor, **Computer Literacy Program**

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