# SAMIR SENGUPTA

## Data Scientist

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## SUMMARY

Accomplished Data Scientist with 2+ years of experience in e-commerce analytics, specializing in developing robust data-driven strategies, optimizing predictive models, and driving insightful decision-making. Proven track record in leveraging advanced data analytics, machine learning algorithms, and customer segmentation techniques to enhance customer loyalty, streamline e-commerce operations, and deliver innovative solutions. Skilled in Python, SQL, Power BI, Excel, Large Language Models (LLM) and various data science tools. Adept at interpreting complex data sets, collaborating cross-functionally, communicating insights effectively, and adapting to dynamic e-commerce environments.

## EDUCATION

**Bachelor's in Data Science**                                                                                                   March 2023

**University of Mumbai**                                                                                                   Mumbai, India

Acquired Skills:  Deep Learning, Machine Learning, Artificial Intelligence, Databases, Neural Networks.

**Higher Secondary Education (Science)**                                                                                   July 2020

**University of Mumbai**                                                                                                   Mumbai, India

Acquired Skills: Chemistry, Information Technology, Physics, Mathematics, Statistics.

## WORK EXPERIENCE

**Associate Software Developer Python and Machine Learning, Synradar**                               Aug 2023 – Present

- Led the comprehensive migration of the entire code base from PHP to Python, yielding a notable 160% enhancement in overall system speed and performance.
- Engineered a resilient Python application employing Flask to preemptively fortify clients against cyber-attacks, showcasing dedication to bolstering security protocols.
- Utilized Key Performance Indicators (KPIs) for elucidating pertinent information and insights to both clients and the team using Power BI and Tableau.
- Employed artificial intelligence and machine learning methodologies to refine the code base, resulting in substantial time efficiencies and the automation of pivotal procedures.

**Data Analyst & Backend Developer, Profit Maxima**                                                           Aug 2022 – July 2023

- Utilized Python and SQL for comprehensive data analysis on stock market data, culminating in a notable 25% surge in client satisfaction regarding investment recommendations.
- Developed interactive data visualizations using Tableau, facilitating enhanced comprehension for clients regarding optimal investment choices and contributing to a 20% decrease in response time for client queries.
- • Enhanced backend infrastructure leveraging MySQL, thereby realizing a significant 40% reduction in data retrieval time and advancing operational efficiency.

## PROJECTS

**Movie Recommendation System**                                                      March 2023

- Created a movie recommendation system using the TMDB API with content-based filtering.
- Deployed and hosted the system on a Stream lit server.
- Performed sentiment analysis using NLP techniques and deployed the application with Stream lit for user interaction and visualization.

**MusicMate: Song Downloading System**                                               May 2023

- Developed a music downloader using the Spotify API and Python Tube (PyTube) library to download songs from Spotify playlists or YouTube videos.
- Built a Flask backend to handle API requests for downloading songs based on user input.
- Designed front-end interface with HTML, CSS, and JavaScript for user interaction and input of Spotify playlist or YouTube video URLs.

**Customer Segmentation**                                                            Nov 2023

- Executed K-means clustering to segment customers based on their Annual Income and Spending Score, facilitating a deeper understanding of consumer behavior.
- Employed visualizations to clearly delineate clustering results, identifying 5 discernible customer segments with distinct characteristics.
- Delivered actionable insights tailored to inform targeted marketing campaigns and strategic business decisions, leveraging the nuanced understanding derived from customer segmentation analysis.

**Power BI Sales Forecasting Dashboard**                                             Jan 2024

- Engineered a dynamic Power BI dashboard dedicated to sales forecasting, seamlessly integrating sophisticated data analysis and visualization techniques to deliver actionable insights.
- Deployed advanced forecasting models adept at predicting sales trends, thereby enabling strategic optimization of business approaches.
- Enhanced decision-making efficiency by presenting comprehensive sales analytics through an interactive and user-friendly interface, streamlining the interpretation of critical insights for stakeholders.

**Gemini Pro**                                                                       Feb 2024

- Engineered a Flask application leveraging Google's Gemini Large Language Model (LLM) to proficiently summarize documents such as CVs and job descriptions.
- Implemented robust functionality enabling the generation of concise summaries for both job descriptions and CVs, offering valuable insights into candidate suitability for hiring decisions.
- Integrated feedback generation features aimed at recommending enhancements for candidates' professional profiles, thereby facilitating their career advancement.

**Gemini Vision Pro**                                                                March 2024

- Engineered an image recognition application employing Google's Gemini Pro Vision model to analyze user-provided images.
- Implemented sophisticated functionality to interpret images and generate descriptive prompts, aiding users in creating similar imagery.
- Integrated the Gemini Pro Vision model to discern image content accurately, ensuring precise responses.
- Designed an interactive user interface facilitating image input and result display, thereby elevating user experience, and fostering engagement.

## ADDITIONAL SKILLS & CERTIFICATIONS

- Technical Skills: Python (NumPy, Pandas, Scikit-learn, TensorFlow, Keras), SQL (MySQL, PostgreSQL), Tableau, Power BI, R programming, Machine Learning, Deep Learning, Neural Networks, Data Processing, Artificial Intelligence, LLM (Large Language Models), Generative AI.

- Soft Skills: Collaborative teamwork, Communication, Problem-solving, Attention to detail, Time management, Adaptability, Continuous learning, Critical thinking, Leadership, Analytical thinking.

- Certifications: Google Certified Data Analyst, Blockchain Technology, Power BI, MySQL, Machine Learning, Recommender System, Adobe Photoshop, Advanced Excel, Python.