



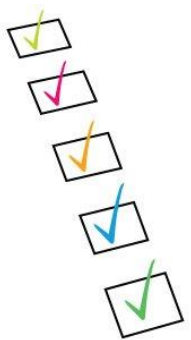
My Career Design

Shipra Gupta

Areas of Interest



Enterprise Information Management
Create New Revenue Streams Using Data Science
Generate Innovative Business Opportunities Using Business Intelligence



Self Assessment

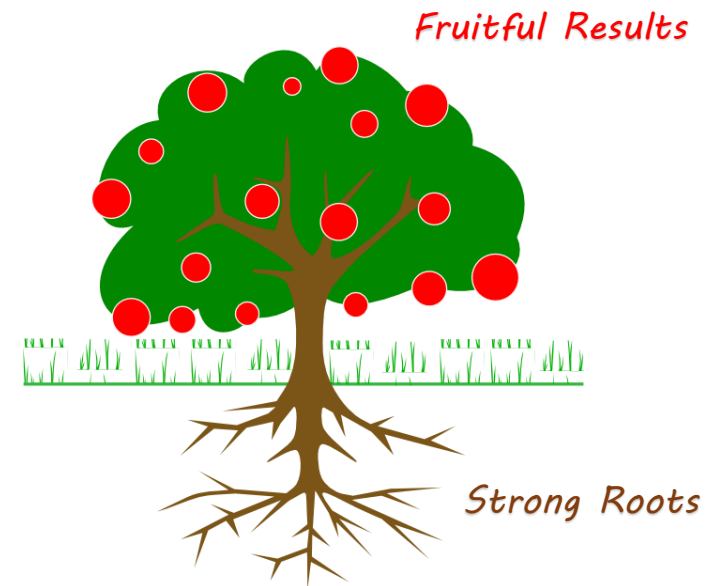
Embrace Strengths
Overcome Weaknesses
Accept New Challenges
Skill checklist



My Plans

My Plan

Build Strong Foundational Skills
Practice Continuous Learning
Regular Market Evaluation
Take Calibrated Actions





Information management is a field that uses technology and resources to **collect**, **process**, **communicate**, **present** and **secure** information in the most efficient way so that it can be utilized and quickly made available when needed.

Data Science

- ✓ Computational and quantitative analysis of large data sets
- ✓ Derives knowledge and insight from heterogeneous data
- ✓ Creates predictive modelling processes and patterns



Market Opportunities

- ✓ Data Scientists
- ✓ Data Engineers
- ✓ Data Analysts



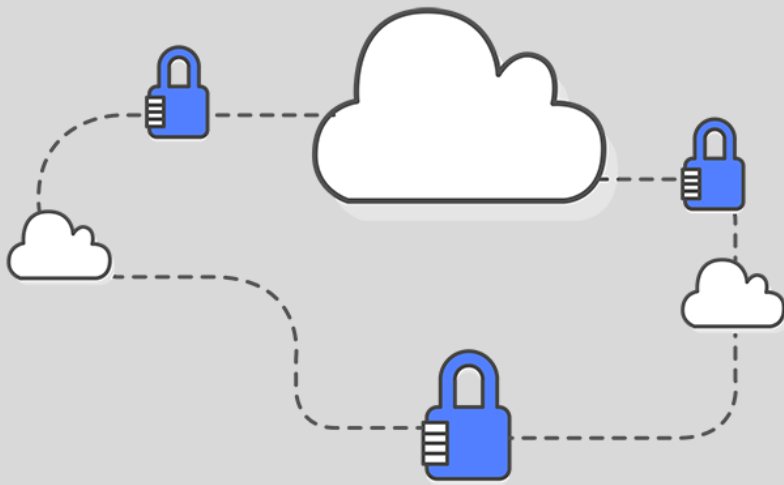
Business Intelligence

- ✓ Transforms raw data to useful information
- ✓ Improves decision making, identifies new opportunities
- ✓ Data Warehousing, Analytical Processing, Querying and Reporting



Market Opportunities

- ✓ Business Intelligence Analyst
- ✓ Business Intelligence Consultant



Information Security

- ✓ Management and protection of information from un-authorized access
- ✓ Practice of defining security policies and processes to protect information from being tampered
- ✓ Ensures availability, confidentiality and integrity of information in all forms, physical or electronic

Market Opportunities

- ✓ Information Security Analyst
- ✓ Security Operation Analyst
- ✓ IT System Analyst

Information Architecture

- ✓ Organization of available information so that it can be efficiently captured, stored, managed and retrieved
- ✓ Offers best practices of designing structured and un-structured information management systems
- ✓ Efficient definition and design metadata and taxonomy of information
- ✓ Information modeling and layering

Market Opportunities

- ✓ Information Architect
- ✓ Enterprise Information Solution Architect
- ✓ Digital - Business Architect



User Experience

- ✓ Study of designing and developing rich and interactive interfaces for different types of users
- ✓ Covers the philosophical foundations of experience, how to design and evaluate experiences and the business aspects of customer experience

Market Opportunities

- ✓ UX Designer
- ✓ User Experience Architect
- ✓ User Experience Researcher





Job Title: Data Scientist
Location: Seattle, WA
Company: Amazon
Posted Date: 10/20/2016



Matching Experience

- 2+ years' work experience
- SQL
- Linux/Unix command-line
- OOPs Languages



New Skills

- Proficiency in R, Stata or Python
- Quantitative modeling
- Data visualizations



Known Contacts?

- Yes



Why Pursue This Job?

- Interesting profile
- Dream organization
- Preferred job location



Job Title: Data Product Manager
Location: San Francisco, CA
Company: CyberCoders
Posted Date: 12/05/2016



Matching Experience

- 3 Years' work experience
- SQL
- Agile Development
- Ability to work across multiple teams



New Skills

- Data Analytics
- Jira
- Proficiency in Python



Known Contacts?

- No



Why Pursue This Job?

- Area of interest
- Vibrant work culture
- Excellent role



Job Title: Data Scientist
Location: San Francisco, CA
Company: Macy's
Posted Date: 11/24/2016



Matching Experience

- Bachelor's Degree in Computer Science
- Proficiency in RDBMS
- Flexibility to work in a dynamic environment



New Skills

- Statistical analysis
- Analytical software packages
- Machine learning algorithms



Known Contacts?

- No



Why Pursue this Job?

- Core data science job profile
- Famous organization
- Good growth opportunities



Build expertise on statistical software packages like R and Python. Having basic functional knowledge of R and worked on R-Studio, I would learn it in more depth and build a project in R to achieve hands-on learning and practical experience.



Take up an advanced course in statistics to have better data interpretation and analytical capabilities. Having sound knowledge of advanced statistics concepts will help me excel as a data scientist and analyst.



Build skills around the area of data visualization. This is really important for someone working in the field of data science and business intelligence so that information can be represented in various forms. In doing so, I would target to learn and gain expertise on some data visualization tools like Tableau and QlikView.



Work on building strong project management skills by taking up courses in this area.



Get deeper understanding of how the relational database systems work, how a data warehouse is built and develop expertise in writing scripts as well as SQL queries.

Strengths



- + **Good Technical Skills** - Programming, Cloud Platforms, Web Development, Content Management, Business Process Management
- + **Soft Skills** - Written and Verbal Communication, Presentation, Management
- + **Team Player** - Worked on multiple client projects
- + **Leadership Abilities** - Led a technical team for delivery of a multi-phase project
- + **Strong Project Management Skills**



Weaknesses

- **Analytical Tools** - Knowledge and Proficiency in using analytics tools
- **Statistical Software Packages** - Knowledge of advanced statistical software packages
- **Machine Learning** - Practical usage of machine learning
- **Data Visualization** - Knowledge of advanced and latest data visualization tools
- **Limited Industry Knowledge** - Example: Pharmaceutical, Banking, Insurance

Opportunities



- + **Networking** - Network with industry experts and faculty members
- + **Expanding Field** - Growing job market and potential for generating new roles
- + **Diversity** - Diverse field with opportunities in every type of industry
- + **Direct Impact** - Potential to make a difference and have a direct impact on business growth
- + **Group Projects** - Develop skills by working on multiple group projects

Threats



- **Lack of Certifications** - Limited relevant certifications in related tools and technologies
- **Fierce Market Competition** - High market competition for most sought-after jobs
- **Rapidly Changing Technologies** - New technologies becoming obsolete at a fast pace
- **Immigration Policies** - Limited work opportunities for international students
- **Type of Program** - Neither a pure managerial nor a pure technical program



Autumn Quarter

MSIM @ UW

Built foundational skills in the field of Information Management and its specializations



Summer Quarter

Internship in Data Science

Get hands-on experience, Aim to convert internship to a full-time opportunity



Autumn Quarter

MSIM @ UW

Finish DS and BI specializations and start the Capstone project



Winter Quarter

MSIM @ UW

Work on an independent study, Get an on-campus TA job



Winter Quarter

MSIM @ UW

Start DS and BI specialized courses, Application for summer internships



Spring Quarter

MSIM @ UW

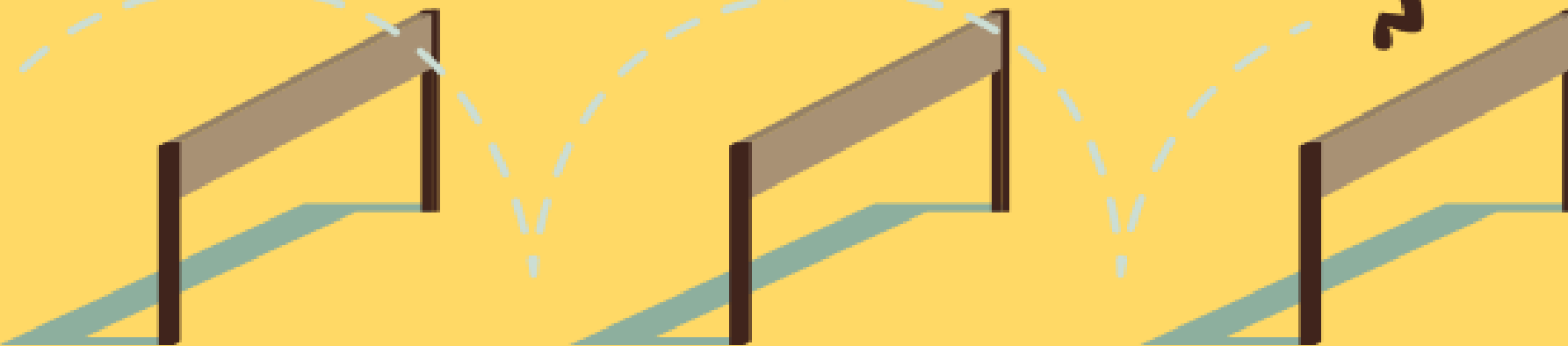
Take advanced DS and BI courses, Secure a summer internship, Build statistical and analytical skills

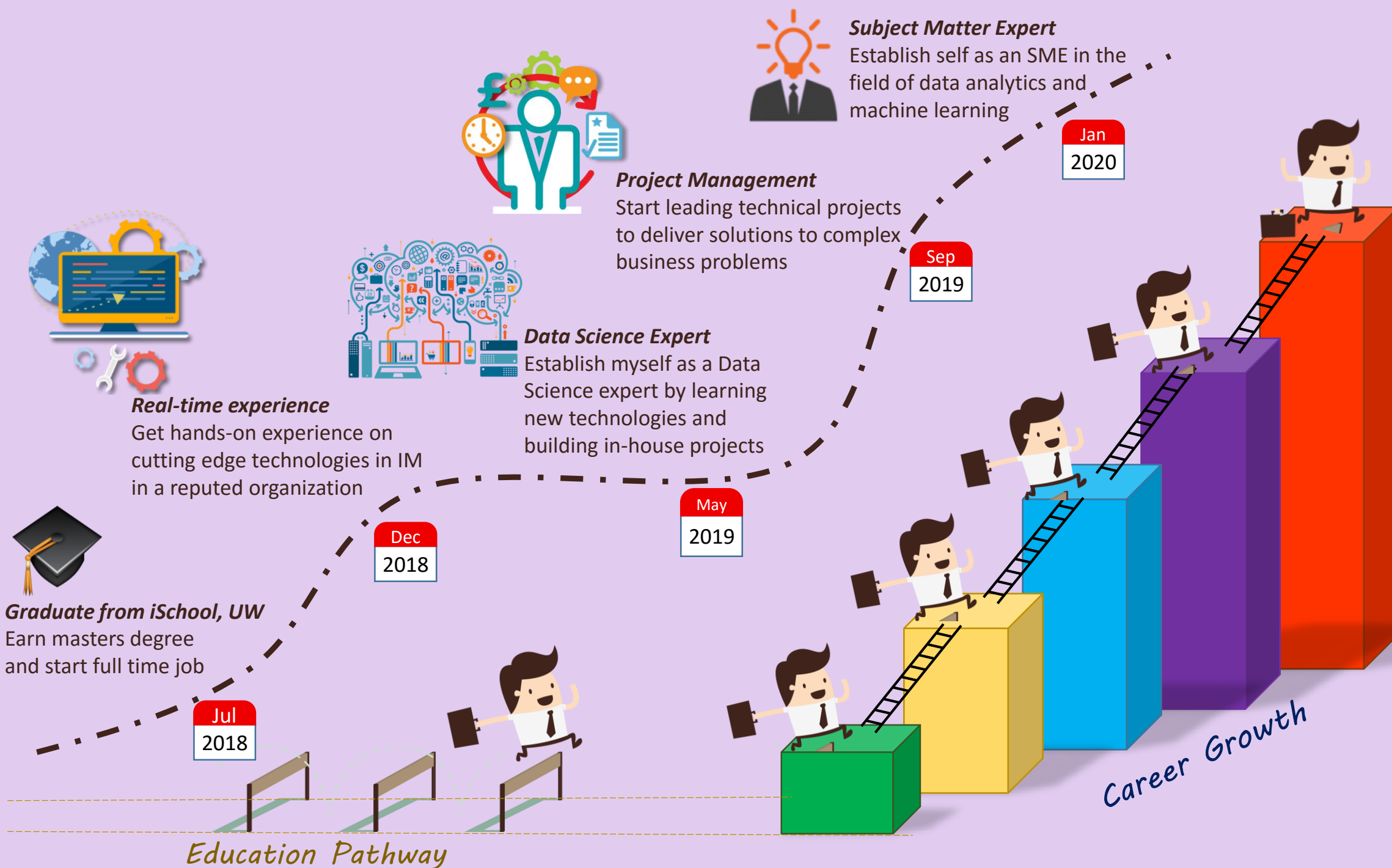


Spring Quarter

MSIM @ UW

Develop proficiency in data visualization skills





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EDUCATION

- 2016-2018
(Expected) **UNIVERSITY OF WASHINGTON, Information School** **Seattle, WA**
MS in Information Management (Target specializations - Data Science and Business Intelligence)
- 2008 - 2012 **UTTAR PRADESH TECHNICAL UNIVERSITY** **Lucknow, India**
Bachelor of Technology (Computer Science & Engineering)
- University recognition and college appreciation for academic excellence
 - Co-founded Technovation, the Computer Science Technical Committee
 - Member of the Students Affairs Committee and Library Committee

EXPERIENCE

- 2013 - 2015 **ACCENTURE** **Bangalore and Gurgaon, India**
Software Engineering Analyst
- 12/14 – 08/15 **Project – Soriana Re-Architecture**
- Coordinated among various technical teams to define integration specifications for multiple systems like OMS, AEM, Solr
 - Established processes for tracking progress, performing regular evaluations and rectifying issues during development phases
 - Closely worked with the development teams to implement the web based reporting interface to showcase customer preferences and their buying trends for the ecommerce website
- 02/14 – 11/14 **Project – PEGA Asset Development – AUTCG (Automated Unit Test Case Generator)**
- Led the development of the tool during the complete lifecycle, from requirements analysis, design and development to testing, with a team of four developers
 - Collaborated with Accenture Tech Labs to integrate the tool with other products leading to an Accenture Celebrates Excellence (ACE) Genesis Award for Contribution to Industrialization
- 01/13 – 01/14 **Project – PEGA Asset Development – PART (PEGA Automated Code Review Tool)**
- Designed PEGA coding best practices based on feedback from different projects and LSAs (Lead System Architects)
 - Enhanced the tool to generate violation reports and suggestions to correct each violation
 - Designed and developed integration flows with other external products using Java and XMLs
- 2011 **BHARAT ELECTRONICS LIMITED** **Ghaziabad, India**
Intern – Agile Development
- Received training on Test Driven Development (TDD) approach of Agile Methodology
- 2010 **HEWLETT PACKARD** **Noida, India**
Intern – Real Estate Management Portal
- Laid down the business use cases to assess the feasibility of business requirements
 - Transitioned the business requirements to technical tasks for the team members
 - Wrote unit test cases for every functional module

TECHNICAL AND SOFT SKILLS

- Software Tools: PEGA – A Business Process Management Tool, Hybris, Adobe AEM
- Programming Languages: Java, J2EE, C++, R (Beginner Level)
- Databases: MYSQL 5.0, MongoDB, RDBMS
- Soft Skills: Statistical Analysis, Process Analysis, Workflow Optimization, Interdepartmental Coordination, Strong Verbal and Written Communication

ADDITIONAL INFORMATION

- Coordinated events to support Accenture's "Skills To Succeed" program for low-income students
- Trained a team of 40 developers from Accenture's Philippines Development Center on PEGA
- Participated in YUVA MEET 2012 and selected to represent as a Student Delegate at "The Delhi Sustainable Development Summit"

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