

Hitesh Soneta

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EXPERIENCE

Software Development Co-op | Sute, Scituate, Massachusetts

July 2024 – December 2024

- Engineered a React TypeScript web application displaying financial insights, connecting user bank accounts via Teller API to visualize spending patterns and prevent missed payments; decreased late payments by 15%.
- Designed and constructed interactive dashboards displaying users' spending patterns, enabling the identification of wasteful spending habits and supporting users to save at least \$50 per month.
- Built and maintained internal scraping tools to automate data collection from CRM and social media platforms, reducing data gathering time by 50% and improving workflow efficiency.
- Implemented a script to scrape social media data, update CRM records with relevant insights, and store data in Google Sheets, increasing data accuracy by 40% and reducing manual data entry by 75%.
- Enhanced CRM data management by integrating social media scraping insights, streamlining the process and reducing discrepancies by 45%.

Software Engineer | MAQ Software, Mumbai, India

July 2022 – August 2023

- Collaborated on developing a React-based web application, contributing to design and implementation.
- Led Power BI implementation for sales data analysis across 5 regions, improving forecast accuracy by 20% and reducing excess inventory by 15%.
- Optimized SQL queries, reducing response time by 40% and enhancing database performance for quicker decision-making.
- Upgraded data extraction processes, improving efficiency by 25% and reducing processing time by 30%. Improved PostgreSQL queries to reduce latency by 25% through indexing, query optimization, and normalizing tables.

Aviso | Implementation Engineer, Mumbai, India

June 2021 – June 2022

- Developed and deployed a full-stack web application, contributing to both frontend and backend.
- Customized backend software to support personalized user experiences, enhancing client engagement and aligning application features with unique client needs.
- Resolved 95% of client issues, serving as a dedicated point of contact.
- Improved customer retention by 40% and boosted average order value by 25% through tailored solutions.

Code-B | Full Stack Developer, Mumbai, India

October 2020 – June 2021

- Developed and deployed a full-stack web application, contributing to both frontend and backend.
- Customized backend software to support personalized user experiences, enhancing client engagement and aligning application features with unique client needs.
- Resolved 95% of client issues, serving as a dedicated point of contact.
- Improved customer retention by 40% and boosted average order value by 25% through tailored solutions.

PROJECTS

Consumer Behavior Analytics using Machine Learning Algorithms | [Research paper](#)

- Developed a Django-based system applying machine learning, enhancing predictive accuracy by 20% for consumer behavior insights.
- Created an interactive JavaScript interface, improving user engagement by 50% and increasing average transaction value by 20%.
- Published a research paper on predictive consumer behavior analytics, cited in 9 industry publications and presented at 3 major conferences.

SKILLS

Programming & Web Technologies: JavaScript, TypeScript, Python, SQL, C++, Java, React, Node.js, Nest.js, React Native, HTML/CSS
Cloud, DevOps & Data: AWS, Docker, Kubernetes, CI/CD, Jenkins, GitHub Actions, Kafka, RabbitMQ, PySpark, Data Bricks, MySQL, PostgreSQL, MongoDB, NoSQL, Data Modeling, Data Pipelines, Data Warehousing, Stream Processing
AI & Machine Learning: Large Language Models (LLM), LM Studio, AI Integration, Machine Learning Algorithms
Tools & Methodologies: Git, Postman, Gradle, Power BI, Figma, SCRUM, Vite, Webpack

EDUCATION

Northeastern University

Master of Science in Computer Software Engineering

September 2023 – August 2025

Boston, Massachusetts

University of Mumbai

Bachelor of Engineering in Information Technology

August 2016 – October 2020

Mumbai, India