

Liam Shaw

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https://portfolio-nine-rouge-70.vercel.app/

Profile

B.Sc. (Hons) Computer Science (Minor: Business Analytics) student with hands-on experience in product analytics, CRM implementation (CleverTap), data cleaning, and campaign automation. Seeking data-driven product or analytics roles.

Technical Skills

Programming & Tools: Python, Java, C, C++, JavaScript, SQL, HTML/CSS, React, Node.js, Flask, Spring Boot, Docker, Git, Maven, Bubble.io

Data & ML: pandas, numpy, scikit-learn, XGBoost, Matplotlib, Regression, Classification, Clustering, Hyperparameter tuning

Other: CleverTap, Jira, FuzzyWuzzy, Excel

Education

B.Sc. (Hons) Computer Science, Minor in Business Analytics - Flame University, Pune (2022-2026). Full Scholarship
La Martiniere for Boys, Kolkata - ISC 95% (2022); ICSE 92.4% (2020). SAT: 1540/1600 (99th percentile)

Certifications

Building AI Literacy - LinkedIn Learning, completed Mar 31, 2025
Responsive Web Design Certification - freeCodeCamp (2021)
CS50x: Introduction to Computer Science - HarvardX (edX) (2021)

Professional Experience

Analytics & CRM Intern - ACEplus (Derek O'Brien & Associates), Kolkata

May 2025 - Jul 2025

- Designed and rolled out a Zone_Module_Action event naming convention; identified 50+ inconsistent event keys to enable reliable reporting and smoother campaign workflows (CleverTap).
- Authored a 50+ event proposal and a 3-phase migration plan (events, trigger points, properties); validated implementations with demo retention and re-engagement campaigns in dev CleverTap.
- Automated data cleaning using Python (FuzzyWuzzy) to standardize school names and improved accuracy of weekly registration lists used by coaches (Excel).
- Performed cohort analysis (May vs June). Workshop-driven users earned approximately 2x the in-app ACES compared to organic installs, which informed targeted engagement strategy.
- Built demo campaigns (push, in-app), tested offline caching behavior, and coordinated event implementation with the outsourced dev team via Jira.

Software Intern - Mandrake Tech, Pune

Oct 2024 - Jan 2025

- Built a Dockerized URL-shortener (Spring Boot & PostgreSQL) with user authentication; configured Maven builds and Docker containers to remove environment inconsistencies.
- Implemented frontend interfaces and integrated with REST endpoints; strengthened full-stack development skills.

Software Tester & Developer Intern - Willwali (remote)

May 2024 - Jul 2024

- Developed CRUD microservices using Flask and Jinja; wrote 50+ unit tests with unittest and pytest reaching 90%+ coverage.
- Identified and fixed 30+ bugs in a Bubble.io demo app; validated automated outputs against legal scenarios and implemented Git workflows (branching and PRs).

Selected Projects

Employee Churn Prediction - 2024

- Trained Decision Tree, Random Forest, KNN, AdaBoost and XGBoost; Random Forest achieved ROC-AUC 0.98 and F1 0.94. Applied K-means clustering for cohort insights.

Employee Salary Prediction - 2024

- Feature engineering and model comparison (Linear Regression vs Random Forest); Random Forest delivered best performance.

Expense Reporting System - 2025

- Built a Python and SQLite CLI tool with login, role-based access, CSV import/export, budgets, and Matplotlib reports.

Youth Tobacco Survey Analysis - 2023

- Processed 1999-2017 survey data, visualized trends and predicted 2018-2022 values using regression models.

Available for internships and full-time roles in analytics, product, or data-driven engineering.