# Manish Shukla

(469)380-3183 | mas180001@utdallas.edu | Website | LinkedIn | Github | Valuable Award'17 | Forbes 30 Scholar

## EDUCATION

**The University of Texas at Dallas** | M.S., Business Analytics (Data Science)  August 2018 - May 2020
**University of Mumbai, India** | *B.E., Electronics & Telecommunication*  August 2011 - June 2015

## CERTIFICATION & TECHNICAL SKILLS

**Languages:**  Python, R, SAS, PL/SQL, NoSQL, Stata, MATLAB, Flask, Hive, Spark, Scala, HTML, Swift, PyClip, NLTK, Spacy
**Tools:**  Tableau, Hadoop, PostgreSQL,  Google Analytics, Adobe Analytics, Power BI, MS Excel, MS SQL, MongoDB
**Methods:**  Predictive and Statistical Modeling, Quantitative Analysis, Neural Networks, Time Series Analysis
**Certification:** IBM Data Science & AI Professional, Stanford Machine Learning, UC San Diego Python Data Products
**Courses:**  Data Science Statistics, Machine Learning, Predictive Models, Econometrics, NLP, Prescriptive, Big Data

## BUSINESS EXPERIENCE

*Analytics Intern* - **Mary Kay Inc.,** Dallas, TX, USA  June 2020 – Present
- Building a prediction model to find the probability that user will click on email advertisement based on the features of the user and establish metrics to drive the product campaigns

*Data Scientist* - **TechStar (Client Verizon),** Irving, TX, USA  December 2019-May 2020
- Built an AI/ML model using classification algorithms and web-scrapped data to predict which server needs to be patched for 5G upgradation, benefits up to $1.7 million
- Interpreted prominent features by weight of evidence from 200+ features for more than 28 million services to provide actionable insights for services mismatch and failure in upgradation

*Data Science Intern* - **Truevim,** Lewisville, TX, USA  August 2019-November 2019
- Developed a Time series ARIMAX and VAR model, which helped to forecast house prices by considering exogenous variables such as Dow Jones, Unemployment Rate, Interest Rate and Consumer Sentiment Analysis
- Built regression models using Random Forest and Neural Networks for extracted 5+ million raw data by using Beautiful Soup to predict house price and deployed using Flask to create proof of concept API
- Fabricated a layer of POC in Artificial Intelligence for human cognitive in order to decide best price for home

*Analytics Intern* - **Mary Kay Inc.,** Dallas, TX, USA  May 2019 – August 2019
- Performed Segmentation on 2+ Million customers with K-means clustering to target customers in the United States and redefined marketing strategies, which increased conversion rate by 9%
- Designed a POC for a chatbot using Natural Language Processing and Flask to shorten the communication gap between beauty consultants and consumers about the products details

*Data Science and Analyst* - **Larsen & Toubro Infotech Ltd (LTI),** Mumbai, India  June 2015 – June 2018
- Added 450+ functionalities, 100 suggestions to improve stability and automated daily tasks, which resulted in savings of $ 12 million, system stability up to 60% and averted 20+ hours of manual efforts on weekly basis
- Manufactured a classification model using Python to anticipate the buy probability of a car model for customer, and interpreted the features that highly influence the purchase of a car, which resulted in 16% profit
- Implemented a Logistic Regression to find that whether consumer will buy the vehicle again or not and found factors dealing with selling the car most, which improved sales by 9%

## ACADEMIC PROJECTS

**Sign Language Interpreter (*UNT Hackathon Winner*) | Deep Learning, TensorFlow, Keras, OpenCV | Github | YouTube**
- Developed tool to help 70 million people suffering from hearing disability by converting sign language into words
- Trained a convolutional neural network to predict ASL hand gestures in live video feed with an accuracy of 96.2%

**Identify Diabetic Patient Readmission | Machine Learning, Scikit-Learn, Pandas, Numpy, Seaborn | Github | YouTube**
- Performed Classification to identify which diabetic patient will be readmitted within next 30 days after discharge
- Cleansed and modified live data of 130 hospitals to build Machine Learning model and obtain statistical insights

**Air Passengers Time Series Analysis | Forecasting, ARIMA, Statsmodels, Matplotlib, ACF and PACF | Github | YouTube**
- Forecasted number of air passengers using ARIMA model and Dickey-Fuller test in python for next 10 years
- Deployed using Flask and on basis number of months as user input forecast number of passengers for airlines
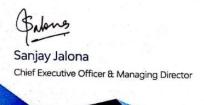
## LTI
Let's Solve

# Valuable Performance, 2017

### Awarded to

## Manish Shukla

Manish supports 60 applications with no escalations. He quickly gained application knowledge and processes. Apart from taking up complex work, he has always shown readiness to share and help other team members during crisis. His out-of-the-box thinking with strong technical and quick analytical skills have made him an asset for the team.

*Sanjay Jalona (signature)*

**Sanjay Jalona**
Chief Executive Officer & Managing Director

A Larsen & Toubro
Group Company

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coursera
LEARNING WITHOUT LIMITS · SPECIALIZATION CERTIFICATE

IBM.

**9 Courses**

What is Data Science?

Open Source tools for Data Science

Data Science Methodology

Python for Data Science

Databases and SQL for Data Science

Data Analysis with Python

Data Visualization with Python

Machine Learning with Python

Applied Data Science Capstone

02/22/2019

## Manish Shukla

has successfully completed the online, non-credit Specialization

# IBM Data Science Professional Certificate

In this Professional Certificate learners developed and honed hands-on skills in Data Science and Machine Learning. Learners started with an orientation of Data Science and its Methodology, became familiar and used a variety of data science tools, learned Python and SQL, performed Data Visualization and Analysis, and created Machine Learning models. In the process they completed several labs and assignments on the cloud including a Capstone Project at the end to apply and demonstrate their knowledge and skills.

Joseph Santarcangelo
Senior Data Scientist
IBM

Polong Lin
Data Scientist, IBM

Alex Aklson, Ph.D.
Data Scientist

Rav Ahuja, MBA
Data Science & AI
Program Manager,
IBM

Saeed Aghabozorgi
Sr. Data Scientist
IBM