NISHANT SINGH KUSHWAHA

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EDUCATION

The University of Texas at Austin May 2024
Master of Science, Business Analytics | GPA: 4/4
- Coursework Includes: Advanced Machine Learning, Data Science Programming, Supply Chain Analytics, Optimization, Marketing Analytics, Financial Analytics, Unsupervised Learning, Data Science Capstone

National Institute of Technology, Kurukshetra, India May 2021
Bachelor of Technology, Civil Engineering | GPA: 9.37/10
- Coursework Includes: Differential Equations, Multivariable Calculus, Probability, Statistics, Python Programming, Statistical Methods, Business Management

TECHNICAL SKILLS

Tools: C++, Java, Python (TensorFlow, PyTorch, Seaborn, Pandas, PySpark, scikit-learn, Matplotlib, Groubi, Seaborn), R, SQL, PowerBI
Cloud Technologies: Microsoft Azure (Synapse Analytics, Databricks, ADF), GCP – BigQuery, Athena, AWS, Git
Techniques: Regression, KNN, N. Networks, A/B Testing, NLP, Deep Learning, CNN, Boosting, Tree Algos, CI/CD, Agile Framework
Certifications: Applied Data Science by IBM, Data Structures and Algorithms by USC, Google Data Analytics

EXPERIENCE

ZS Associates India Private Limited, Gurgaon, India July 2021 – May 2023
Decision Analytics Associate
- Crafted an Account Prioritization Model using stacked layers of Boosting and Regression algorithms to enhance recommendation quality within a sales initiative, resulting in a turnaround time of 2 hours and a 90% reduction in manual workload
- Developed a PowerBI report to enhance execution strategies and track seller behavior, resulting in a 75% decrease in churn rate
- Led client communication and delivery by collaborating directly with stakeholders, resulting in a total sales revenue of $100M
- Built Azure Databricks ETL pipelines, automating data provisioning for a new partner program, reducing manual effort by 70%
- Performed root cause analysis, identified process gaps, and implemented focused improvements, boosting team efficiency by 40%
- Conducted an A/B test across downstream teams, devising most efficient data table format for effective data dissemination for streamlined data visualization solution that enhanced data accessibility and insights for cross-functional stakeholder
- Ensured data quality and saved 50-man hours per sprint for the team by proficiently designing UAT pipelines in Azure Databricks

Indian Institute of Technology – (BHU), Varanasi, India Jan 2020 – May 2020
Research Intern
- Assessed the use of machine learning models in forecasting North India's rainfall pattern and assessing monsoon-related flood risk
- Engineered features from historical satellite and rainfall data, feeding past 6-year trends to predict for the current year
- Trained ML models like XGBoost, DNN, SVMs; the best accuracy of ~85% was obtained with quadratic optimized SVM model

DATA SCIENCE PROJECTS

Trailers to Movie Buzz, Austin Oct 2023
- Utilized Azure AI to extract sentiments and video components from 500 drama movie trailers available on YouTube
- Integrated YouTube video descriptions with Azure AI data through LLM and conducted BERT-based topic modeling on the synthesized descriptions, subsequently assessing the sentiment of YouTube commenters for each identified topic
- Unveiled that trailers with diverse emotions and sentiments were effective in generating audience engagement and excitement

Beer Recommender Engine, Austin Oct 2023
- Scraped product descriptions and customer reviews/ratings from *beeradvocate* using Selenium and Docker through web crawling
- Determined strength of positive/ negative sentiment using OpenAI, associated with attributes, aggregated at product level
- Developed a recommendation algorithm by harnessing customer reviews and sentiments to provide personalized beer recommendations based on individual attribute preferences, enhancing the customer experience

Unraveling Brand-Consumer Dynamics: Exploring the Entry-Level Performance Sedan Market, Austin Sep 2023
- Analyzed the lift scores between various car brands to uncover significant relationships, revealing association of Merc. and Cadillac
- Recognized the most aspirational brand by analyzing public sentiment penetration, driving marketing strategy evolution and unveiling brand attribute comparisons

Classifying Satellite Terrain Images, Austin Aug 2023
- Trained 7-layer deep (Convolutional Neural Network) CNN to effectively categorize RGB satellite terrain images into seven classes
- Employed Adam Optimizer to enhance the network, achieving an accuracy of 94% within just 5 epochs

Predicting Disaster Tweets, India Jul 2023
- Developed word embeddings and vectors, incorporating sentiment scores as features through BERT for enhancing NLP capabilities
- Trained a neural network with a BERT layer to identify the tweets that talk about some disaster, achieving an accuracy of ~80%

ADDITIONAL INFORMATION

Languages: Hindi
Interests: Badminton, Cricket, Astrophysics and Cosmology, Traveling