Sameeksha Raj Shimoga Basavaraja

srajshimogabasavaraj@scu.edu | Santa Clara, CA | +1(669)-290-8165 | www.linkedin.com/in/sameeksharajsb/

EDUCATION

Santa Clara University GPA 3.6/4.0 Sep 2019 – Jun 2021

Master of Science, Computer Science

Key Coursework: Machine Learning, Artificial Intelligence, Adv Database Systems, Design & Analysis: Algorithms

Visvesvaraya Technological University GPA 3.24/4.0 Aug 2013 – Jun 2017

Bachelor of Engineering, Information Science

Key Coursework: Java and J2EE, Web Programming, Database Management Systems, Operating Systems

TECHNICAL SKILLS

Programming/ Scripting languages:	Python, R, MATLAB, Java, JavaScript, C, C++, Ruby, Git
Database:	MySQL, Oracle, Hadoop, Teradata, Google BigQuery
Integrated Data Analysis Tools:	Google Cloud Datalab, Tableau
Machine Learning and AI:	Supervised and Unsupervised Machine Learning Algorithms, Deep Learning-CNN, RNN, Natural Language Processing, Statistical Methods
Functional Skills:	Data Wrangling, Data Mining, Data Visualization, Business Intelligence and Reporting, A/B Experimentation

EXPERIENCE

***Research Assistant*, Santa Clara University** Jun 2021- Present

- Performing data wrangling on semi-structured data and producing reports that estimate the number of Americans stuck in "paper prisons" due to their inability to access second chance relief
- Performing statistical analysis on state data to obtain crime rates in different categories of crime

***Decision Scientist*, Mu Sigma Inc** Dec 2017- May 2019

Client: Retail Industry (Digital Marketing team)

- Performed descriptive, prescriptive, and predictive data analysis on Big Data to uncover key insights and marketing campaign Effectiveness (Python, SQL)
- Reduced churn **(3-5%)** by A/B testing subject lines and collaborating with senior marketing partners, resulting in increased quarter-on-quarter revenue (Python, SQL)
- Built machine learning algorithm (logistic regression) to predict customers' decision to buy a certain product, with **89%** accuracy, that enhanced e-coupon performance (Python)
- Conducted A/B tests for ad-hoc analyses and produced data visualization on Tableau to communicate findings and present measurable recommendations to marketing leadership that helped in revamping loyalty programs (Python)
- Monitored loyalty program KPIs and sent out regular reports to the executive team and stakeholders weekly, monthly, and quarterly (Tableau, Excel)

Client: Banking (Anti Money Laundering team) Sep – Nov 2017

- Created mock data and trained a K-means clustering model that could successfully group banking fraudulent activities into different categories of fraud

PROJECTS AND RESEARCH WORK

Store Item Demand Forecasting- Time Series Modeling (Personal) Jun 2021

- Built time series model to predict sales of different items at stores using LightGBM that helps with Inventory and Replenishment optimization (Python)

20 Newsgroups Text Classification- NLP (Academic) Mar 2021

- Evaluated four different paradigms to represent news documents: bag-of-words, TF-IDF, topic modeling, and embedding-based approach, using k-means clustering. Developed a supervised classification model (SVM) to compare these representations. Built a CNN text classifier that gave clearly improved clustering performance over traditional document classifiers (Python)
  https://github.com/Sameeksharajsb/A-Comparison-of-Different-Approaches-to-Document-Representation-NLP

Subscriber Churn Analysis- Predictive Modeling (Academic) Feb 2021

- Performed exploratory data analysis on Tableau to discover attributes of customer churn. Trained, tuned, and evaluated 4 ML models to predict customer churn: Decision Tree, SVM, Logistic Regression, XGBoost. Chose SVM and Logistic Regression as final models based on the recall metric. Performed grid search for hyperparameter tuning (Python)
  https://public.tableau.com/app/profile/sameeksharajsb/viz/ChurnWaterfallLineChart/SubscriberChurnAnalysis

State Space Search in Pacman- AI search Algorithms (Academic) Apr 2020

- Designed and implemented uninformed and informed AI search algorithms to solve navigation and traveling salesman problem in the Pacman world (Python)