Sameeksha Raj Shimoga Basavaraja

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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** Sep 2017- May 2019

Client: Fortune 500 Retail Industry (Digital Marketing team)

Email Campaign Impact Measurement

- Performed analytical reporting on Excel/Tableau to track engagement of **18M+** email subscribers and measure business performance
- Conducted A/B tests for ad-hoc analyses with a goal to enhance existing email campaigns

Dynamic Email Banner Analysis - Weather triggered

- Explored **12M+** email data. Optimized dynamic banners through descriptive analytics achieving **8-10%** increase in CTR on banners
- Created a geo-dashboard on Tableau transforming data into a compelling visual story that reported quarterly engagement/revenue

Customer Profiling and Churn Campaign Analysis

- Divided churn base into separate profiles based on their engagement patterns to devise different marketing strategies
- A/B tested subject lines and the new deployed test design achieved **3-5%** decrease in opt-outs resulting in increased Q/Q revenue

Propensity to Buy Model

- Built machine learning algorithm (logistic regression) to predict customers' decision to buy a certain product, with **89%** accuracy
- This framework, consumed by the marketing team, optimized coupon allocation resulting in 3% increase in coupon redemptions

Client: Fortune 500 Retail Industry (Digital Marketing team)

Fraud Classification Framework

- Created mock datasets simulating different categories of fraudulent activities. Built a clustering model and validated its performance against this data

PROJECTS AND RESEARCH WORK

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

- Built time series model to predict sales of 50 items at 10 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: BoW, TF-IDF, topic modeling, and embedding-based approach, using k-means clustering. Built 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)

Subscriber Churn Analysis- Predictive Modeling (Academic) Feb 2021

- Performed EDA 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 LR as final models based on the recall metric. Performed grid search for hyperparameter tuning (Python)

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)