

# Sanskriti Bhargava

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## EDUCATION

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### The University of Utah, David Eccles School of Business

Salt Lake City, UT

*Master of Science, Business Analytics*

May 2024

- Relevant Courses: Data Mining, Data Science & Big data Analytics, Machine Learning, Data Visualization, Database Theory & Design, Algorithms for Business Decisions, and Data Mining.

### DAVV, Renaissance college

Indore, India

*Business Management & Law*

Sep 2021

- Security analysis and portfolio management, Operation research management, Organization behavior, Managerial economics, Financial Management, Marketing Management, Human Resource Management, and International Business Environment.

## SKILLS

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**Data:** SQL Server, MySQL, Hadoop, PostgreSQL, NoSQL, SQLite, Sparx, MS Excel, MS PowerPoint, Jupyter Notebook.

**Analytics:** Tableau, Adobe Analytics, Google Analytics, PowerBI

**Machine Learning:** Statistical Analysis & Modelling

**Programming:** R, Python

## PROJECTS

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### Book Recommendation System

Dec 2020

- Developed a Content-based recommendation system using TFIDF Vectorization and Cosine similarity to recommend books based on the book description, book title, and book genre.
- Performed EDA, Data cleaning, Feature Extraction, and text normalization.

#### ACADEMIC PROJECTS

- Employee Response Survey Analysis -
- Used high-level techniques of Tableau including pivoting, filtering, calculated fields, LOD calculations & CASE statements to analyze the survey results.
- Analyzed the significance score of each area in the company where the key finding was that 3 areas had a significance score of less than 70%. Also, built interactive dashboards to represent the result.
- Used LOD calculations to generate an exact number of respondents for each survey question to find significant areas in the company. Cyber Security Intrusion Detection
- Designed and implemented an automated model in Python using deep neural networks to detect malicious activities.
- Implemented different up-sampling (SMOTE and ADASYN) and down-sampling (Near Miss) methods to balance the data.
- Achieved an impressive accuracy of 92% (outperforming the previous best accuracy by 11%) while reducing the model training time by 21%.

## EXPERIENCE

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### Web Craft IT

Indore, India

*Business Analyst*

May 2021– June 2022

- Developed a complete understanding of ERD diagrams and designed efficient SQL scripts, which decreased process completion time by over 30%.
- Used pivot table, pivot charts, VLOOKUP, XLOOKUP scenario manager, and data analysis tool pack to gain knowledge about the data and transformed the data so insights could be formed.
- Created dashboards and visualized reports using Tableau/ Power BI and Excel for different KPIs focused on revenue and expenditure, which increased profit by 15%.
- Gathered sales data using different APIs and performed data cleaning, and filtering using Python for developing 20-plus reports as per ad hoc consumer/client requests.

### Affimintus Technologies

Indore, India

*Client Consulting and Analytics Intern*

July 2020 – Jan 2021

- Developed predictive models on customer segmentation, fraud detection, and churn prediction to increase customer retention rate by 12%.
- Designed and implemented cost optimization solutions for clients by leveraging machine learning algorithms like regression and clustering.
- Optimized data processing system by streamlining data ingestion, cleaning, and transforming into the appropriate format for analysis.
- Created data pipelines and ETL (Extract, Transform, Load) processes to ensure data accuracy and timely delivery.
- Generated insights from large datasets to identify patterns and trends to support data-driven decisions.

