

Shagun Kala

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[Portfolio Website](#) | [LinkedIn](#) | [Medium](#) | [Kaggle](#) | [GitHub](#)

EDUCATION

University of San Francisco
Master of Science in Data Science

Jul 2023 - Jun 2024 (Expected)
San Francisco, CA

Malaviya National Institute of Technology (MNIT Jaipur)
Bachelor of Technology

Jul 2015 - May 2019
Rajasthan, India

BUSINESS EXPERIENCE

Accenture, Gurugram, India | Data Science Analyst

May 2021 – June 2023

Go-To-Market Strategy: Sales Motion Recommendation

- Recommended tailored sales approaches for different customer segments using client's Installed Base data (~1M rows).
- Employed a data-driven approach to refine sales strategy utilizing a Random Forest model.
- Achieved a significant 13% boost in customer engagement and overall business growth.

Customer Acquisition and Cross-Sell Product Research

- Conducted in-depth cross-sell opportunity analysis on client's sales data (200+ features).
- Implementing an intelligent propensity scoring system to recommend broadband customer leads using a regression model.
- Improving client's customer acquisition rate by 150%.

Accenture's Responsible AI Toolkit and RAI Assessment

- Contributed to the development of Accenture's Responsible AI toolkit, to build ethical AI solutions.
- Implemented fairness tests and added explainability packages to enhance transparency and fairness in AI models.
- Developed RAI algorithmic assessment methodology, leveraging EU Artificial Intelligence Act.
- Screened 5000+ AI projects for RAI compliance across 7 RAI principles.

Capgemini, Pune, India | Senior Analyst

Jul 2019 – April 2021

Seller Segmentation Analysis

- Introduced seller health evaluation framework, employing K-means clustering for segmentation based on KPIs.
- Created a next best action recommender using regression models.
- Resulted in personalized recommendations and enhanced seller performance.

Image Pattern Detection

- Developed an image template matching algorithm on aircraft sectional drawings, saving 200+ man hours for the client.

Python Scripting

- Optimized the runtime performance of a HPC solver script from 32 seconds to 7 seconds used to enable modular approach.

ACADEMIC PROJECTS

News group BERT Classifier – End to End production-grade project using MLOps tools – [Medium Blog](#) / [GitHub Repository](#)

- Fine-tuned a DistilBERT transformer model to classify news articles across 20 categories, deployed application using Flask.
- Built CI/CD pipeline to automatically deploy the commits on the AWS EC2 instance using, docker and GitHub Actions.

Stock Market Prediction using News Sentiments – Detailed Time Series Analysis – [Medium Blog](#) / [GitHub Repository](#)

- Forecasted the Nifty50 index prices with LSTM, Facebook Prophet using Twitter News Sentiment Polarity.
- Performed model quantization by converting Float32 weights to Float16, reducing the prediction time by 1/10th.

ACHIEVEMENTS & AWARDS

- Received 'Wizard@Work' STAR award in 2022 for outstanding contribution in the Customer Acquisition Project at Accenture.
- 4X Certified in Azure Cloud Platform; Microsoft Azure Data Scientist Associate.
- 2X Kaggle Expert; Active data science blogger on Medium having 30k+ viewers.

SKILLS

- Python, SQL, C++, Regression, Classification, Deep Learning, NLP, Transformers, Ensemble, Boosting, Tableau, PowerBI
- PySpark, SparkSQL, ETL, SparkML, MongoDB, Databricks, Azure, AWS (EC2, EMR, S3), Flask, Docker, Hadoop
- Pytorch, TensorFlow, NumPy, Pandas, Scikit-Learn, Matplotlib, Seaborn, SciPy, Git, SVN, Selenium
- A/B Testing