Shagun Kala

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Portfolio Website **|** LinkedIn | Medium | Kaggle | GitHub

EDUCATION

University of San Francisco   July 2023 - June 2024 (Expected)
Master of Science in Data Science   *San Francisco, CA*

Malaviya National Institute of Technology (MNIT Jaipur)   July 2015 - May 2019
Bachelor of Technology   *Rajasthan, India*

BUSINESS EXPERIENCE

Accenture | Data Science Analyst | Gurugram, India   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).
− Implemented an intelligent propensity scoring system to recommend broadband customer leads using a regression model.
− Improved 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 | Senior Analyst | Pune, India   July 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
− Created an HPC solver program that facilitated modular approach, improving runtime performance from 32 to 7 seconds.

ACADEMIC PROJECTS

Newsgroup 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 stock index prices with LSTM and Facebook Prophet model 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