

Shilpa Parameshwara Bhat

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EDUCATION

The University of Texas at Dallas

Master's in Business Analytics

May 2020

3.7

Relevant Coursework: Statistics, DB Foundation, Applied Econometrics, BA with R, Machine Learning, Big Data, Predictive Analytics using SAS, Marketing Web Analytics, Advanced BA with R, Prescriptive Analytics

TECHNICAL SKILLS

Analytical Tools: R, Python, SQL, Tableau, R Shiny, SAS, Advanced Excel, NoSQL, Stata, Hadoop, Flume, Pig, Hive, Spark, Adobe Analytics

Statistical Techniques: Linear Regression, Logistic Regression, Clustering, Market Basket Analysis, Collaborative filtering, Decision Trees, Support Vector Machine, PCA, Naïve Bayes, Hypothesis Testing

EXPERIENCE

Business Intelligence Intern, BBVA Open Platform, Dallas, TX

Dec 2019 – May 2020

- KPI Reports – Developing and analyzing KPI reports in Tableau for active tracking of parameters in the newly formed analytics team of the venture, working closely with cross-functional teams

Data Analytics Intern, Marvell Semiconductor, Santa Clara, CA

June 2019 - Aug 2019

- Saved 8 hours FTE per week by automating planning parameters report in Tableau
- Developed a dashboard in Tableau to find the pain points of 400+ daily ETL jobs

Sr. Business Analyst, Practo Technologies Pvt. Ltd, Bangalore, India

Oct 2017 – June 2018

- Automated reports to understand SGA spends allocation channel-wise and business unit-wise
- Implemented SKU Profitability model to cost and enable decisions prior to introduction of new SKU
- Created Unified Dimension Model for different Hospital Management Systems

Sr. Analyst, Cartesian Consulting Pvt. Ltd, Bangalore, India

April 2017 – Sep 2017

- Implemented Customer Lifecycle Management (CLM) project with focus on maximizing customer lifetime value through triggered personalized communications based on key data insights
- Identified the likelihood of customers to repeat/win-back using predictive models
- Improved the efficiency of campaign management system by about 30% by segmenting customers for more customized and targeted campaigns using machine learning techniques

Analyst, Cartesian Consulting Pvt. Ltd, Bangalore, , India

Aug 2015 – March 2017

- Built Logistic Regression Models to identify potential leads for No.1 Indian Educational Website. Implemented optimized call planning system to assign leads to call center agents
- Automated process by integrating MySQL and R, improved lead conversion from 0.9% to 4.9%

ACADEMIC PROJECT

Market Basket Analysis

Jan 2020

- Used apriori algorithm to find the association rules. Developed Shiny App for the same

Basics NLP

Oct 2019 – Nov 2019

- Analyzed customer review data using Natural language processing to understand customer sentiment and topic of discussion

Customer Churn Prediction

March 2019

- Built a logistic regression model to predict customer churn for telecommunication data

Machine Learning Project

Feb 2019 – May 2019

- Implemented linear regression using gradient descent batch update rule. Experimented with different learning rates and threshold of convergence using python on UCI Facebook dataset
- Implemented classification algorithms (Decision Trees, SVM, Gradient Boosting, PCA) in python on UCI bank dataset. Experimented with different kernels for SVM, pruning for Decision trees

PUBLICATIONS AND AWARDS

Innovation Award for implementing fully automated leads optimization and call planning system

Automatic floodgates control using PLC with an added focus on human safety - Published as proceedings of 2015 ICCICT. (DOI: 10.1109/ICCICT.2015.7475315, INSPEC Accession Number: 16005426, Publisher: IEEE)