

# SHOUVIK SHARMA

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## EDUCATION

### **Master of Data Science (August 2019 – August 2021 (expected))**

Illinois Institute of Technology, Dept. of Computer Science ([link](#)), Chicago, IL

- Secured a GPA of 3.6/4

### **Master of Science in Statistics (July 2016 – April 2018)**

NMIMS University, Dept. of Statistics, Sunandan Divatia School of Science, Mumbai

- Secured a GPA of 3.35/4

### **Bachelor of Science in Statistics (July 2012 – April 2015)**

University of Mumbai, Dept. of Statistics, K. J. Somaiya College of Science and Commerce, Mumbai

- Secured a CGPA of 5.20/7.00

## WORK EXPERIENCE

### **Analyst**

**April 2018– July 2019**

#### **Cartesian Consulting, Mumbai, India**

- Developed customer insights for one of India's largest grocery chains, to assist their marketing team for improving customer retentions, reducing churn rate, campaign responses, lift and incremental revenue using statistical techniques like linear regression and logistic regression
- Created customer one view and customer profiling based on the customer's geography for a global translation services platform
- Deployed predictive modeling techniques like Random Forest to identify the 'Most Valuable Customer', this customer identification led to better customer targeting and improve the yearly top-line revenue by 3 % ([git link](#))
- Performed hypothesis testing to validate whether "Fantasy Sports is a game of skill or gamble" using Chi-Square Test, Linear Regression and paired T-test, the findings were successfully published in the Harvard Business Review

### **Associate Relationship Manager**

**July 2015 – July 2016**

#### **Tata Capital Financial Services Ltd., Mumbai, India**

- Drive acquisition channel of used cars and two-wheelers dealership, by building customer scorecard analyzing different parameters affecting repaying capacity
- Identified key metrics by extracting and analyzing client's customer data; gained an understanding of the client's financial and inventory process for deriving second-order variables, to determine the credit limit of the customer.
- This led to a multi-fold increase in corporate lending for two-wheeler and used cars segment, with 0% NPA cases reported over the course of 10 months.

## TECHNICAL SKILLS

- Analytical Tools: SAS Enterprise Miner, SAS Enterprise Guide, Base SAS, MS Excel, MS PowerPoint, SPSS, Microsoft
- Azure, Apache Pig, Apache Hive, Pyspark, Power BI
- Languages: Java, R, SPSS, Python (NumPy, Pandas, Seaborn, Scikit-learn), MariaDB – SQL

## ACADEMIC PROJECTS

### **Project Title: Stack Overflow Data Analysis ([git link](#))**

**Oct 2019– Nov 2019**

- Leveraged big data technologies such as Apache Hive, Apache Pig and Apache Spark for deriving insights about the users.
- Extracted data using Google's big query data warehouse, identified top spammers, expert users and most valuable customers by using data mining tools like Apache Pig and Apache Hive.
- Built tag prediction model for predicting the tags for a stack overflow post using natural language processing and random forest classifier, the predictive model achieved accuracy of 72.3 %

### **Project Title: Stock Market Analysis ([git link](#))**

**Sept 2017– Dec 2017**

- Worked as a Strategies and Analytics intern to develop a price forecasting model for Greeksort Technologies Ltd., Mumbai
- Built an RNN Neural Network model for positional trading using Keras package in python.
- The outputs obtained using the model supplemented the Bull Spread Strategy in Options Trading, the built model architecture was back tested for the period from 2012-2017 where it achieved correct market prediction in 71 % of the days.

### **Project Title: Design Survey and Data Validation ([git link](#))**

**May 2017–July 2017**

- Worked as a Data Science Intern for Nielsen India Inc., Vadodara, to automate sample design processes using R software.
- Assisted in designing and development of the technical architecture for the sample design process.
- Reduced time required to complete these processes by 25%, thereby helping management to make important decisions faster.

## ACHIEVEMENTS AND AWARDS

- SAS Certified Base Programmer for SAS 9 in Mar 2017.
- SAS Certified Predictive Modeler Using SAS Enterprise Miner 14 in Apr 2018.
- Earned TATA Capital Employee of the month (November 2015) – for exceeding expectations and commitment to deliverables.
- Machine Learning Foundations: A Case Study Approach by University of Washington – Coursera in Feb 2019.