SHUBHAM HOTA
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EDUCATION

The University of Texas at Dallas, Dallas, Texas | Aug 2021-May 2023
Master of Science, Information Technology and Management | GPA: 3.6/4
Visvesvaraya Technological University, Bangalore, India | Aug 2014 -July 2018
Bachelor of Engineering, Information Science | GPA: 3.6/4

SKILLS & CERTIFICATIONS

- **Programming Languages: -**Python (Pandas. NumPy, Seaborn, Matplotlib), R, shell
- **Software/Tools**:- Figma, Jira, Notion, Miro, Git ,Airflow
- **Database**: MongoDB, MySQL, MS Excel
- **Big Data** : Hive, Spark, Sqoop
- **Cloud** :- AWS(S3, EFS, EC2, EBS), AZURE, GCP
- **Analysis Tools: -** Google Analytics, Python (matplotlib, seaborn), Microsoft Excel, Tableau, Jupyter Notebook, MS Visio,Power BI
- **Machine learning:**- Linear and logistics regression, advanced statistical analysis, Decision Trees,KNN, Random Forest, K-means clustering, SVM, Neural Networks, NLP,Tensorflow,scikit-learn
- **Certifications:** Google Analytics for beginners, Advanced Google Analytics. Fundamental of a Product Manager, Agile Foundations, IBM certified Machine learning with python, Deep learning fundamentals, Big Data.

PROFESSIONAL EXPERIENCE

Tata Consultancy Services, Bangalore, India | Sep 2018 – Aug 2021
Senior Data Analyst

- Implemented unsupervised learning techniques for time series anomaly detection on 3TB of unstructured data enhancing process time by 20%.
- Wrangled 10TB of user viewing data stored in hadoop distributed file system to remodel and visualize 16 previously inaccessible data sets to allow 100+ end clients to track multiple metrics like reach,frequecy etc to determine exposure
- Analyzed more than 10M data and identified data sources, developing ETLs, designing and delivering dashboards, and performing ad hoc data analyses reducing 20% data processing time ensuring effective data flow from multiple clients.
- Presented results to team's global head and wrote a requested executive summary detailing value proposition and strategy to present to end clients and senior leadership resulting in enhanced user experience by 35%.

Tata Consultancy Services, Bangalore, India | Aug 2018 – Sep 2018
Data Analyst intern(Client: American Greetings, USA)

- Utilized the cognitive computing power of IBM Watson Conversation powered by AI and NLP to design a Chabot for a Greeting cards company to simulate transactions that increased user base by 50 users while minimizing the manual effort by 30%.
- Deployed the chat-bot on a word press website and increased the traffic to that site by 30%.
- Enhanced the overall user experience by 20% and received positive feedback from 90% of the customers.

ACADEMIC PROJECTS

Walmart Retail Analysis (https://github.com/ShubhamHota/walmart_retail_analysis.git) | Nov 2021- Dec 2021

- Analyzed 2 Years of past sales data from 45 stores and forecasted the demand of 80% of products during the peak time of sales using RandomForestRegressor and Linear Regression and other evaluation metrics.
- Built a prediction model to forecast weekly demands.
- Published results which can have an impact of at least 10% in stock of the stores.

Market Basket Analytics (https://github.com/ShubhamHota/MARKET-BASKET-ANALYSIS.git) | July 2021-Aug2021

- Forecasted customer purchasing behavioral patterns by extracting associations or co-occurrences from transactional databases.
- Analyzed customer data and predicated results which can enhanced the profits by 5%, also improved the model efficiency by 3%.

Dashboard Airline Delay Prediction | Jan 2022 - Feb 2022

- Fabricated a dashboard in tableau to show a potential delay of airlines in the USA, the top 10 airports with minimum delay time, carried delays for recommending potential routes, delay rectification

SQL Library Database Management | Oct 2021 - Nov 2021

- Generated and normalized 10 tables with 100,000 rows to simulate borrowing transactions in library systems for 200 borrowers and optimize the process by 10%.