

SHUBHI GUPTA

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EDUCATION

Oklahoma State University, USA | MS in Business Analytics and Data Science

Aug'22-May'24

- **Member of BASA** – Business analytics and student association at Oklahoma State University
- Working on a project for **America's largest home improvement retailer** to study consumer preferences for **implementing targeted market strategies**

Savitribai Phule Pune University, India | B. Eng. Electronics and Telecommunication | **CGPA – 8.31/10**

Jul'15-May'19

- Awarded academic distinction SPPU (India) Medal for securing a position **among the top 10%** (amongst 300) in Electronics and Telecommunication Engineering

Scholarships:

- Awarded **Le Claire Family Women in Technology Scholarship'22** worth **\$7,367.50** by Oklahoma State University
- Awarded **SAS Advisory Board Scholarship'22** worth **\$ 1500** by Oklahoma State University

Scholastic Achievements: Distinction in 4-Year Bachelor of Engineering in India from Savitribai Phule Pune University

WORK EXPERIENCE

IBM Consulting | Senior Consultant | Pune, India

Oct'21-Jul'22

Provided consulting services to the largest tobacco manufacturing company in the world

- Helped in **determining the target markets** for their new products by building several dashboards on their sales & marketing data in **Tableau**
- **Prepared a report and devised strategies** based on consumer research and supply chain data for **launch of a new product** (forecast \$11M)

Accenture | Senior Data Analyst | Hyderabad, India

Aug'19-Oct'21

As part of the Consumer goods and services team, worked for America's one of the largest manufacturers of household cleaning supplies

- Helped a global client in the manufacturing sector determine the **probability of conversion of quotations into sales orders** by building a **logistic regression predictive model**
- **Improved business process efficiency** by **62.5%** by reducing daily processing time **from 8 to 3** hours via **VBA excel** automation
- **Quantified As-Is & To-Be** state from discussions with clients for multiple new projects.
- **Delivered a key presentation** based on **market research** on developing sustainable cleaning products

Awards & Achievements:

- Awarded **fast track promotion (16 Vs 21 months average)**
- Awarded title of **Game Changer'21 (2/200)** while **serving a notice period**, for effectively managing a critical project within tight deadlines

Data Science Intern | Grras Solutions | Jaipur, India

Jul'17-Mar'18

- Aided the core team of Grras by **building a dataset** for global **ed-tech analysis** that required joining data from various resources
- **Cleaned and prepared** messy datasets for further analyses by utilizing **Python's NumPy and Pandas libraries**

Analytics Intern | Shadowfax Technologies | Bangalore, India

Dec'17-Feb'18

On-demand logistics network that provides tech-enabled one-stop delivery solutions.

- Built an application that consumes data from open weather map's **API** for helping the company make decisions related to logistics by using **Python's Django Framework**.

TECHNICAL SKILLS

Programming/Scripting Languages: Python, R, SQL, HTML, Git Bash, SAP ABAP

Tools/Libraries: Tableau, Power BI, MS Excel, Git, Pandas, Scikit-learn, PostgreSQL, Jmp, SAS, dplyr, tidyverse, ggplot, matplotlib, tensorflow

Statistics: Hypothesis testing, A/B testing, Regression

LEADERSHIP POSITIONS AND VOLUNTEERING

Sponsorship Head – Karandak'18

Jun'18-Dec'18

- Raised **sponsorship** worth **INR 20L** and managed branding of 10 sponsors by leading a team of 10+ members

Outgoing Global Volunteer, AIESEC, India

Jul'17 – Dec'17

- Handled a diverse team of **10+ members** and maintained relations with over **10 universities** in Pune
- Nurturing International Relations with over **18 countries in the Asia Pacific and Europe** region
- Developed and maintained a database management system to track and manage over **15,000+ leads**

PROJECTS

To observe the trends in different cryptocurrency prices by looking at the historical time-series data

Aug'22-Dec'22

- **Cryptocurrency prices** are notorious for being volatile. If a business invests in crypto during the incorrect time without giving it aforethought, it could lead to the wiping out of large sums. Hence, performing proper analysis and research on historical data could prove valuable to a business in avoiding any **crypto mishaps**.

COVID19 Data Analysis

Aug'20 – Sept'20

- **Compared datasets** to calculate needed measures and prepared them for analysis. I worked primarily with the COVID-19 datasets, published by John Hopkins University, which consist of the data related to the **cumulative number of confirmed cases**, per day, in each country.