

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 position **among 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 devising strategies** based on consumer research for **launch of new product (forecast \$11M)**

Accenture | Senior Data Analyst | Hyderabad, India

Aug'19-Oct'21

*As part of 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 **predictive model**
- **Improved** business process **efficiency** by **62.5%** by reducing daily processing time **from 8 to 3** hours via excel automations
- **Quantified As-Is & To-Be** state from discussions with client 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 notice period**, for effectively managing 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

**Tools/Libraries:** Tableau, Power BI, MS Excel, Git, Pandas, Scikit-learn, PostgreSQL

## 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 maintaining 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 timeseries data

Aug'22-Dec'22

- **Crypto currency prices** are notorious for being volatile. If a business invests in crypto during incorrect time without giving it a forethought, it could lead to wiping out of large sums. Hence, performing proper analysis and research on the 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