SILIN RAJ GUPTA

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EDUCATION

University of Waterloo — Waterloo, ON, Canada
Bachelor of Computer Science — *Sep 2024 – Present*

TECHNICAL SKILLS

Languages & Web: Python, C/C++, SQL, R, Racket, JavaScript, Node.js, HTML, CSS
APIs/Frameworks: Shopify API, Flask, OpenCV, MediaPipe, React.js, REST API
Technologies: TensorFlow, Scikit-learn, Git, Pandas, MySQL, MongoDB, Docker, Power BI, Google Analytics, Maven, MS Office Suite, Canva, Klaviyo, NumPy

EXPERIENCE

Technical/Digital Marketing Intern — Apr 2024 – Jun 2024
Modulus Systems UK — *New Delhi, India*

- Developed **AI systems** with **Python**, **TensorFlow**, and **Scikit-learn**, reducing churn by **20%** through feature engineering.
- Engineered tailored **ML algorithms** that optimized data processing workflows, resulting in seamless integration with existing systems, which now supports a user base of over **20** analysts across different business units.
- Executed digital campaigns using **Google Analytics**, driving **1,000** additional monthly visitors with a **33%** increase.
- Analyzed consumer behavior with **statistical** methods, improving model reliability by **15%.**
- Promoted social media channels via targeted ads, growing the follower base by **30%**.
- Presented **data-driven** insights to stakeholders using **Power BI**, increasing strategic decision adoption by **15%.**

Telemedicine Systems Intern — May 2023 – Aug 2023
Mentors Ethicare — *New Delhi, India*

- Spearheaded the development of a **Python/Flask**-based telemedicine portal that addressed the 3 most common patient complaints, improving patient satisfaction scores by **20%**.
- To address doctors' struggles with accessing patient records during consultations at Mentors Ethicare, I integrated past medical records using **MySQL** by designing optimized database schemas, streamlining retrieval processes and reducing access time by **40%** for **500+** daily records.
- Enhanced user accessibility by implementing **multilingual** support, increasing platform adoption by **10%**.
- Facing limited provider connectivity for rural patients at Mentors Ethicare, I added local healthcare provider access by integrating **APIs** to connect **50+** providers, increasing consultation coverage by **30%** and enabling **1,500** additional consultations annually.

Founder — June 2019 – Dec 2019
Dropshipping Online Store — *Remote*

- Launched a **Shopify** store targeting four markets, generating **$20,000** in revenue within **six** months.
- Optimized Facebook and Instagram ads with **A/B testing**, achieving a **5%** conversion rate.
- Implemented **Klaviyo** automated emails for cart recovery, sending discount codes to customers, reducing cart abandonment by **15%**.
- Managed **supply chain** logistics with vendor negotiations, reducing costs by **15%**.
- Conducted product research using **market analysis**, boosting sales margins by **12%**.

PROJECTS

Telemedicine Portal Development | *Python, Flask, HTML/CSS, JavaScript, React.js* — Gurgaon, India

- Developed a telemedicine system with **Flask** and **React.js**, enabling **50+** daily consultations and improving patient access in remote areas by **40%**.
- Integrated MySQL **schemas** for provider networks, reducing consultation setup time by **30%**.
- Prototyped an SOS feature using **JavaScript** and **Flask**, enabling **25%** faster emergency handling for critical cases.
- Created **responsive UI** with **HTML/CSS** and React.js, improving user satisfaction by **25%**.
- Implemented secure data handling with Flask **APIs**, ensuring **100%** compliance with privacy standards.

Chatbot for Online Store | *Python, Shopify* — New Delhi, India

- Engineered a Python **chatbot** with Shopify **API** and **NLP**, increasing sales by **25%**.
- To prevent customer drop-off due to out-of-stock items in my Shopify store, I added **real-time** inventory checks using Shopify **API** to display accurate stock levels, reducing cart abandonment by **10%** and retaining **200** monthly sales.
- Tuned NLP with **Pandas data analysis**, improving response accuracy by **20%**.
- Integrated chatbot with Shopify for order **automation**, cutting processing time by **30%**.
- Analyzed customer data to **personalize** recommendations, boosting upsell revenue by **10%**.

Rock-Paper-Scissors Hand Gesture Game | *Python, OpenCV, MediaPipe* ○ — Waterloo, ON, Canada

- Created a **gesture-based** game with **OpenCV** and **MediaPipe** for two players.
- Implemented hand gesture detection using MediaPipe **ML**, enabling **real-time** play.
- Created a **UI** in **Python**, achieving **95%** recognition accuracy.