SNEHA ASHOK

Data Scientist |Data Analyst |Financial crimes

Bangalore, In|+91-9677150368|sneha13.ashok05@gmail.com|https://www.linkedin.com/in/sneha-fintech/

PROFESSIONAL SUMMARY Highly motivated and analytical recent Data Science graduate with strong skills in data analysis, machine learning, and data visualization. Eager to leverage experience in financial crime analysis to solve challenging business problems as a Junior Data Scientist.

AREAS OF EXPERTISE

» Data Analysis	» Deep Learning	» Machine Learning
» Statistical Modelling	» Data Visualization	» Generative AI
» Natural Language processing	» Big Data Tools	» Stakeholder management

TECHNICAL PROFICIENCIES

- Programming Languages: Python (Proficient), R (Familiar)
- Data Analysis Libraries: Pandas, NumPy, Matplotlib, Seaborn (Proficient)
- Machine Learning Libraries: Scikit-learn, TensorFlow (Basic understanding)
- Emerging Technologies: Familiar with Large Language Models (LLMs)
- Data Visualization Tools: PowerBI (Proficient), Tableau (Familiar)
- Databases: SQL (Proficient)
- Cloud Platforms: AWS, Google Cloud, Azure (Familiar)

CAREER HIGHLIGHTS

- **Reduced False Positives in Transaction Screening (2020):** Assisted in developing Python scripts using Scikit-learn analyse alerts generated in Fircosoft. This resulted in a 25% reduction in recurring false positives, improving operational efficiency and reducing manual review workload for the team.
- **Enhanced Sanction List Consistency (2021):** Performed data analysis on global sanction lists using Python (Pandas) for the "Analytics on Global Sanction Lists" project. This project identified critical inconsistencies in the usage of license agreements and communication methods, leading to improved compliance procedures. The insight was highly valuable and appreciated by the group board of directors.

PROJECTS

Currency Exchange Rate Forecasting

- Analysed historical exchange rate data (USD-INR) to identify trends, seasonality, and patterns using time series analysis and visualizations (line charts, heatmaps).
- Implemented Seasonal Decomposition to understand data seasonality and selected the ARIMA model for forecasting based on the identified patterns.
- Developed and trained a SARIMA model to forecast future currency exchange rates between USD and INR, potentially aiding in informed financial decisions.

Instagram Reach Prediction

- Analysed Instagram reach data to understand trends, daily patterns, and reach distribution using time series visualizations (line charts, bar-charts) and boxplots.
- Identified seasonality in reach data and employed the SARIMA model for forecasting based on its effectiveness with seasonal patterns.
- Trained a SARIMA model to predict future reach for Instagram posts, potentially improving content strategy and campaign optimization by focusing on high-reach periods.

PROFESSIONAL EXPERIENCE

Stellar Restaurants (Mc Donalds Food chain) — *Edinburgh, UK*
Crew Member — *Jan 2023 to March 2024*

- Developed strong customer service and communication skills while ensuring efficient store operations through inventory management and task delegation. Successfully improved drive-thru customer satisfaction score by 4 percentage points (from 85% to 89%), demonstrating a focus on customer experience and positive outcomes.

Société Générale Global Solution Centre Private Limited — Bangalore, IN
Analyst –Financial crime Control Assurance — *Sep 2020 to July 2022*

- Identified critical control gaps in global sanction lists through data analysis (Pandas), leading to 25% enhanced compliance procedures and board-level recognition.
- Championed data-driven assessments of financial crime controls, utilizing risk-based testing and anomaly detection to mitigate vulnerabilities.
- Empowered stakeholders with clear and insightful reports created using Power BI, effectively communicating complex financial crime data.

Analyst –Sanctions Screening — *Feb 2017 to Sep 2020*

- Analysed alerts generated in Fircosoft (sanctions screening tool) and assisted in alert optimization project to reduce false positives by 25% leveraging Python and machine learning improving efficiency and saving time for the team. This project involved data filtering, feature engineering, and model building to improve alert accuracy.

Intelenet Global Solutions — *Chennai, IN*
Senior Analyst – Mortgage underwriting — *Nov 2015 to Feb 2017*

- Analysed financial data (credit checks, property searches) for mortgage underwriting decisions.

EDUCATION

Heriot-Watt University, Post Graduate Degree in Data Science — *Edinburgh, UK 2023.*
Anna University, Bachelor of Technology in Information Technology — *Chennai, IN 2014.*

CERTIFICATIONS

Generative AI for Beginners | Great Learning | Mar 2024
SAAS cloud certificate for Beginners | Great Learning | Mar 2024