





# SHIVA TEJ SOMA

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## WORK EXPERIENCE

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### Data Analyst (Contract)

*Crane Partners Investment Firm | New York Metro Area (Remote) | Jun. 2024 – Present*

Contracted by Crane Partners, a Wall Street firm, for specialized real estate market analysis.

- Web scrape real estate data, reducing costs by 95% compared to broker data purchases (saving >\$10k).
- Develop and test ML models using algorithms like XGBoost and Random Forest for accurate forecasting.
- Implement data visualization dashboards in Tableau and conduct data analytics to extract actionable market insights and contribute to strategic decision-making.

**Key skills:** Python Programming · Web Scraping (BeautifulSoup, selenium) · Machine Learning (XGBoost, Random Forest) · Data Analysis (Pandas, NumPy) · Predictive Modeling · Data Visualization (Tableau, Matplotlib) · Statistical Analysis.

### Academic Research Analyst

*California Polytechnic State University | San Luis Obispo (Remote) | Nov. 2023 – Apr. 2024*

Collaborated with Dr. Kirk Sturm on pioneering research in business crisis communication.

- Analyzed academic datasets to identify trends and support academic decision-making by administration.
- Automated data cleaning processes, saving 40% of time spent on data preparation.
- Improved data collection methods, resulting in a 2-fold increase in the number of completed forms.

**Key Skills:** Analytical Skills · Strategic Planning · Python (pandas) · Statistical Data Analysis · Crisis Communications · Business Intelligence (BI)

### Volunteer Research Assistant

*University of Toronto | Toronto, ON | Sep. 2022 – Jan. 2023*

- Applied NLP to extract skills from job descriptions for curriculum development.
- Implemented clustering algorithms (Hierarchical and K-means) to categorize skills as courses.
- Optimized runtime performance from 2.5-3 hours to 15-17 minutes, improvement of over 85%.
- Work incorporated into a University of Toronto course assignment/project.

**Key Skills:** Data Management · Python (Programming Language) · Natural Language Processing (NLP) · Optimization · Data Visualization

### Programming Tutor

*Varsity Tutors, a Nerdy Company | Online (Remote) | Jun. 2022 – Dec. 2023*

- Provided one-on-one tutoring in python, java and Web technologies (HTML, CSS, JavaScript, React).
- Mentored special award-winning projects for LA County Science fair.

**Key Skills:** Educational Instruction · Curriculum Development · Python · Java · JavaScript · React · Optimization

### Associate – Business Strategy & Analyst

*ET MediaLabs | Noida, India | Jan. 2021 – Dec. 2021*

- Planned and optimized online marketing strategies for platforms like Google and Facebook Ads.
- Analyzed website data using SQL to identify areas for improvement and developed insights using Tableau.
- Built and maintained dashboards for digital performance metrics, presenting weekly findings to management.

**Key Skills:** Data Analysis · SQL · Tableau · Dashboard Development · Cross-functional Collaboration · Looker

## CERTIFICATIONS & INTERESTS

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- **Certifications:** Six Sigma Green Belt, Social Psychology (with Honors), Information Design and Visualization
- **Interests:** Building Computers, Cycling, Reddit

## EDUCATION

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**University of Toronto**, Master of Engineering, Mechanical & Industrial Engineering | Toronto, ON | June 2024

- **GPA: 3.7/4.0; Dual Emphasis:** “Data Analytics and Machine Learning” and “Emphasis in Entrepreneurship, Leadership, Innovation and Technology in Engineering”
- **Relevant Coursework:** Data Science, Data Analytics and Machine Learning, Introduction to Deep Learning, Cloud-Based Data Analytics, AI in Finance, New Product Innovation, Project Management