

# SHUBHANGI SINGH

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## Education

### LM Thapar School of Management

MBA(Business Analytics and Finance) — CGPA: 8.95/10

Aug 2023 – Jun 2025

Patiala, Punjab

### Thapar Institute of Engineering and Technology

Electronics and Communication — CGPA: 8.83/10

Sep 2020 – Jun 2023

Patiala, Punjab

### M.B. International

AISSCE (Class XII), Aggregate: 90.2%

Jun 2019 – Jun 2020

Kota, Rajasthan

## Technical Skills

**Languages:** Python, SQL, HTML/CSS

**Data Visualization:** Python (eg. scikit-learn, numpy, pandas, matplotlib), Tableau, Power BI

**Technologies/Frameworks:** A/B testing, ETL, Data science pipeline (cleansing, wrangling, visualization, modelling, interpretation), Statistics, Hypothesis testing, Figma, JIRA, JMP, Github

## Experience

### NYX Technologies

Jan 2024 – Mar 2024

Product Management Intern

Bangalore, Karnataka

- Created wireframes for NYX Technologies' websites using Figma, **driving a 20% increase in user engagement and a 15% decrease in bounce rate** post-deployment.
- Wrote PRDs for Image to Video Generation and Text to Video Generation tools, resulting in a 20% enhancement in functionality and usability based on user feedback and testing.
- Established KPIs for improved efficiency (25%) in monitoring and analyzing user behavior to optimize products

### Indian Institute of Technology, Ropar

Mar 2023 – Dec 2023

Research Intern

Remote

- Designed and executed an advanced digital twin model for an IoT-based NFT hydroponic system, enabling real-time monitoring and predictive analysis of plant growth and system performance.
- Optimized agricultural **productivity by 20%** utilizing digital twin insights to fine-tune operational parameters, reducing resource consumption while enhancing crop yields through data-driven strategies.
- Professional Recognition: Awarded certificate for significant contributions to the project

## Projects

### Covid-19 in India Dashboard Analysis | Tableau, Kaggle

- Developed an interactive Tableau dashboard utilizing a Kaggle dataset on COVID-19 in India, encompassing comprehensive **state-wise breakdown of total deaths, age group demographics**.
- Enhanced user experience through interactive features, enabling users to explore COVID-19 data at a granular level and gain insights into the pandemic's impact in India.

### Credit Card Fraud Detection using SMOTE Analysis | Python, Pandas, Matplotlib

- Conducted in-depth analysis of transactional data to identify patterns indicative of fraudulent activities.
- Optimized imbalanced datasets, leading to a **remarkable 10% boost in fraud detection accuracy** through the implementation of SMOTE, elevating system performance and reliability.

## Positions of Responsibility

### Enactus Thapar

Feb 2021 – May 2022

Team Director

- \* Steered an **80-member team**, propelling task completion by 50% through innovative leadership.
- \* Elevated member engagement from **20% to 80%** by fostering transparent communication and effective feedback.
- \* Delivered impactful business concept workshops to **400+ students**, cultivating a culture of social entrepreneurship and received a **Letter of recommendation** from the faculty advisor in recognition of exceptional leadership.

### Thapar MUN

Jul 2021 – Dec 2021

Under Secretary General

- \* Revitalized Design and Marketing efforts, driving notable gains in Instagram engagement and followers.
- \* Orchestrated a **10% surge in sponsorship contributions** by successfully engaging sponsors for Intra and Inter-MUNs, significantly elevating the financial viability and overall success of the Model United Nations events.

## Academic and Extracurricular Achievements

- Earned a **Merit Scholarship** worth Rs. 1,56,500 for exceptional academic performance in 3<sup>rd</sup> Year.
- Got Selected for Chanakya Graduate Scholarship-2023 , IIT Ropar.