

ABOUT ME

Technical Expertise: Python, JavaScript, SQL, Pandas, R, AB Testing, Looker Studio, Google Ads.

Skills: Scripting, statistics, object-oriented programming, client relationships, presentations.

Languages: Fluent in English, conversational in Punjabi.

Interests: Music production, poker, chess.

EDUCATION

1) First Class Honours Mathematics (B.Sc.), University of Sussex

- *Enrolled September 2017, graduated July 2021*
- *Relevant final year modules: Statistical Inference (76%), Linear Statistical Modules (78%)*
- *Recipient of First-Generation Scholarship*
- *Foundation Year*

2) Gravesend Grammar School

- *2015 – 2017 A-Levels: Economics (B), Mathematics (B) and Physics (C)*
- *GCSE: 8A's, 2B's*

3) Certifications

- *Intermediate Machine Learning (Kaggle)*
- *Introduction to Machine Learning (Kaggle)*
- *Google Ads Search (Google Academy)*
- *Google Ads Shopping (Google Academy)*

RELEVANT TECHNICAL PROJECTS

Shopping Feed Audit Tool

Tech Stack: Python, Pandas, Git, GitHub, Google Cloud Platform, Flask

- Developed an auditing tool housed on Google Cloud Run, following a Git branching workflow. The tool analyses Shopping Feed attributes for best practice checks, which can lead to direct improvements in key performance metrics.
- Created an API call function to apply the tool to multiple accounts concurrently, appending the responses to a Pandas DataFrame. This constructed the shopping feed data and verified account credentials simultaneously.
- Tailored the functionality of the tool for each user using a front-end Sheet, which contained data regarding specific checks to run and for which accounts. This was implemented using a webhook built with Flask.
- Translated business requirements to efficient and easy to read code, resulting in a lower cost of compute from Cloud Run whilst making the code base more intuitive to work with for my team.

2D Alien Invasion Game

Tech Stack: Python, Pygame

- Developed a fully interactive 2D Alien Invasion game using the Pygame module. The design pattern of the program consisted of a game loop which: handled user input, rendered assets and updated the game state.
- Created a unique class for each game object to encapsulate the behaviour of each asset in an abstract and replicable form, which simplified the design architecture of the project.
- Encoded graphics using Pygame surfaces, allowing for simple collision detection and block image transfers (blits) to create a dynamic game environment.

Machine Learning

Tech Stack: Python, Pandas, Scikit-Learn

- Developed supervised machine learning algorithms to predict the median housing price in any California district, using the Scikit-Learn API.
- Constructed a pre-processing pipeline for data preparation; consisting of a one hot encoder for categorical data, a simple imputer for missing values and a standardisation transformation for feature scaling.
- Applied Linear Regression, Decision Tree and Random Forest algorithms, then utilised the RMSE indicator to identify the most accurate model.

PROFESSIONAL EXPERIENCE

PERFORMANCE MARKETING and AUTOMATION EXECUTIVE

Kinase, London

(FEBRUARY 2022 TO PRESENT)

- Optimise search and shopping campaigns through data-driven decisions combined with a deep understanding of the automated bidding systems, attribution models and key metrics.
- Develop new scripts using the Google Ads API to streamline workflows for varying clients; consisting of generating analytical reports, building specific ad assets, and real-time tracking of performance.
- Conduct end-to-end AB tests to continually refine our campaigns based on statistically significant data. Previous tests include comparing attribution models using profit margin as a performance measure, as well as testing multiple versions of promotional copy to improve conversion rates.
- Provide proactive troubleshooting support to resolve subtle and complex issues with active scripts, acting as the automation lead for multiple client teams.
- Provide ad-hoc analysis of campaign performance to clients during weekly calls, interpreting recent performance trends and drawing insightful conclusions from data to inform business decisions.
- Build custom dashboards for clients and internal stakeholders, using SQL to extract, transform, and analyse data from multiple sources, providing a comprehensive and relevant view of performance.

TECHNOLOGY CONSULTANT INTERNSHIP

Deloitte, London

(OCTOBER 2020 TO NOVEMBER 2020)

- Designed an implementation plan regarding an innovative online banking platform. The main considerations consisted of technology, business and cost estimates.
- Generated a detailed overview of cloud computing for the purpose of advising a client on benefits, risks, and considerations for which applications would be suitable for cloud transition.
- Drafted a project strategy plan for a new financial accounting system. Guided client through the market scan, evaluation and selection process.

WORK EXPERIENCE

1) COCKTAIL BARTENDER

TGI Fridays, The Connaught, The Rum Kitchen

(MAY 2021 TO DECEMBER 2021)

- Trained to make cocktails in a fast-paced bar.
- Developed upselling ability by recommending more expensive brand of drinks.
- Learnt the business acumen for running a small to medium sized pub and kitchen.

2) FRONT-END COLLEAGUE

ASDA Store, Brighton

(MARCH 2020 TO MARCH 2021)

- Cross-trained across departments including front-of-house, home shopping, and scan & go, in order to be more flexible.
- Documented stock shortages and discrepancies, confirming all information meets regulations.

3) WAITER

PizzaExpress, Brighton

(JUNE 2018 TO SEPTEMBER 2019)

- Attained and exceeded GASPH (gross average spend per head) targets, due to a strong ability to upsell extras to customers.
- Cultivated and maintained positive relations with guests and other restaurant locations.

4) CSR AND CHEF

Domino's, Gravesend

(SEPTEMBER 2015 TO JULY 2017)

- Studied and enforced policies regarding health and safety requirements across the restaurant.
- Responsible for training newly hired staff on all aspects of company standards for both chefs and customer service representatives (CSR).

EXTRACURRICULAR

TUTORING AND TEACHING ASSISTANT

(SEPTEMBER 2015 TO PRESENT)

TRADING SOCIETY

(SEPTEMBER 2018 TO SEPTEMBER 2019)

SIKH SOCIETY ACCOUNTANT

(SEPTEMBER 2018 TO SEPTEMBER 2019)



github.com/SukhrajCheema



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