

SUSHMA HALLIKERE HUNDI SHAMBHU

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OBJECTIVE

Detail-oriented and innovative data science graduate with expertise in data-driven insights, media analytics, and statistical analysis. Skilled at transforming large datasets into actionable strategies and compelling narratives to support business decisions. Eager to contribute my skills, helping drive meaningful insights across the digital media and advertising landscape.

EDUCATION

MSc in Applied Data Science, University of Essex, 2023-2024

Relevant Coursework: Data engineering, Machine Learning, AI, Applied Mathematics, Statistics

Masters in Computer Science Engineering, Visvesvaraya Technological University, 2021-2023

Relevant Coursework: Deep Learning, Object-Oriented Programming, Algorithms, Agile.

Bachelor of Computer Science Engineering, Visvesvaraya Technological University, 2017-2021

Relevant Coursework: Database management, Computer networks, Software engineering.

SKILLS

Technical Skills - Python, R, Java, Javascript, Java, Git, SQL, PostgreSQL, NoSQL, Devops, CICD, AWS, Azure, HTML, CSS, Database management, Data Structures, APIs, Cloud Computing, SaaS, Agile, Apache Airflow, Statistical Modeling (Regression, Hypothesis Testing), Data Visualization (Tableau, Power BI), ETL Pipelines.

Soft Skills - Problem-solving & Critical Thinking, Cross-functional Collaboration, Storytelling with data.

Certificates – SQL, Apache Airflow (LinkedIn), Linux, AWS, Azure (Udemy), Python, DBMS, Java, Data Analysis Expert Qualification (Sarah), AI, ML, NLP(Infosys).

EXPERIENCE

Master Thesis (Industry-Level Project with Pole Star Global)

Jun 2024 - Sept 2024

University of Essex

Colchester, UK

The project focused on developing supervised machine learning models to predict real-time ship locations and detect vessel anomalies, aimed at improving maritime safety and operational efficiency. I led the full data pipeline, conducting in-depth data exploration, feature engineering, and model validation using Python and SQL, while leveraging cloud-based AI frameworks. This project sharpened my skills in analyzing vast datasets, identifying trends, and transforming complex findings into actionable insights for decision-makers through clear reporting and visual storytelling.

Data Engineer Intern

Nov 2022 - Jun 2023

DataWeave

Bangalore, India

I was responsible for building and maintaining scalable ETL pipelines to automate the collection, transformation, and storage of large datasets from diverse sources. My work ensured high data quality, consistency, and availability for analytics teams. I optimized database performance by working with both SQL and NoSQL technologies, and I developed Python scripts to streamline data processing tasks. This role required close collaboration with product and business teams to understand data requirements and deliver meaningful insights, further enhancing my skills in working with large-scale data systems and creating efficient, automated solutions.

Marketing Data Analyst Intern

Mar 2021 - May 2021

HiveMinds

Bangalore, India

During my time at HiveMinds, I provided actionable insights to improve digital marketing strategies for key clients. I analyzed SEO and SEM campaign performance data using Google Analytics and created interactive dashboards that visualized key metrics to inform optimization strategies. By monitoring user behavior, conversion rates, and advertising spend, I helped enhance overall campaign effectiveness. This role strengthened my ability to connect data analysis with business outcomes, communicate findings to stakeholders, and support strategic decision-making in a fast-paced marketing environment.

Software Development Intern

Aug 2020 - Sep 2020

XonLabs

Bangalore, India

I contributed to both backend development using Java and frontend interface design with HTML and CSS, collaborating with cross-functional teams to ensure seamless user experiences. This experience enhanced my technical foundation in data processing, user interaction design, and applying machine learning concepts to real-world problems, which are valuable in delivering innovative solutions in data-centric environments.

PROJECTS AND PUBLICATIONS

- EfficientNet-B7 for Anomaly Detection in Mammograms – [Springer, 2024](#)
- Comparative Analysis of Ensemble Learning in Mammography – [IEEE, 2023](#)