

ASTHA SINGH THAKUR

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EDUCATION

University of Texas at Dallas | Master of Science, Computer Science | GPA: **3.7/4**

Dec 2023

SKILLS

Languages: Python, R, Java, Node.js

Database: MySQL, MS SQL, Google BigQuery

Frameworks: TensorFlow, PyTorch, MATLAB

ML Concepts: Regression, Classification, Clustering, NLP, Reinforcement Learning, Forecasting, Model Evaluation

Big Data: Spark, Kafka, Hadoop

Data Visualization: Google Data Studio, Excel

Methodologies: Agile, Scrum

SE Concepts: Data Structures & Algorithms, Object-Oriented Programming, MVC, CRUD Operations

PROFESSIONAL EXPERIENCE

Tech Lead, Think Round Inc

Jun 2023 - Present

- Led tech stack overhaul & **website migration** from Squarespace to **GitHub & Docker**, boosting user engagement by 15%
- Executed social media campaigns with 80% average engagement & 7K impressions driving website traffic
- Achieved a 400% increase in followership through data-driven strategies & a **50% guest turn-in ratio**
- **Established tech team** for development of website & analytics, streamlining the workflow

AI Specialist & Project Manager, Needpedia Org

May 2023 - Sep 2023

- Led AI assistant development, **improving bot detection efficiency** by 10% leveraging advanced ML methods
- Spearheaded project management, achieving a 30% productivity boost through improved collaboration

Analyst, HotelKey

Feb 2023 - May 2023

- **Automated Postman API scripts** for **Hilton & Red Roof**, raising Property Management System testing efficiency by 90%
- **Designed front-end web app UI/UX in Figma**, achieving a 20% increase in user satisfaction through usability testing
- Optimized SQL databases to reduce data processing errors and used Jira & Confluence for project management

Data Scientist & Assistant Manager, Angel One Ltd. (formerly Angel Broking Ltd.)

Sep 2021 - Dec 2021

- Led team in projecting incentives for contest campaigns, resulting in a **~14% month-on-month surge in client acquisition**
- **Developed predictive financial algorithms** using GCP's BigQuery & machine learning with R & Python, including regression models, leading to a **15% boost in ROI** through data-driven insights
- Analysed campaigns using Google Data Studio, enhancing decision-making processes by 20% for incentivization
- Revamped NPS rating system with NLP techniques, increasing customer participation by 25%

Senior Analyst, Cartesian Consulting

Jun 2019 - Jul 2021

- Scaled Fortune 500 brands (**Retail: Vero Moda, Jack & Jones, ONLY, Selected, Titan; QSR: McDonald's**) using CRM analytics and targeted campaigns, generating **20M INR (~\$275K) in monthly incremental sales**
- Achieved a **perfect 10 NPS rating** & drove a **6-7% increase in monthly revenue** by utilizing A/B testing, cross-sell strategies, market basket analysis, & customer segmentation
- Built ML models including Linear & Logistic Regression, XGBoost, & Naïve Bayes, using R, Python, SQL, & advanced Excel
- Boosted digital presence & **personalized recommendations** for a Fortune 100 QSR using Cosine Similarity algorithm

PUBLICATIONS & PROJECTS

An Intelligent Framework for Driver Fatigue Detection - IEEE ICIRCA

Aug 2023

- Real-time drivers' drowsiness detection system based on a hybrid model of Gradient Boost Decision Tree-CNN-LR

Hate Speech Detection using Machine Learning

Jun 2023 - Aug 2023

- Developed and compared ML models that can automatically identify and flag hate speech content on social media

Exploring ML Techniques potentially preferable for Breast Cancer diagnosis

Aug 2022 - Dec 2022

- Exploring ML techniques for breast cancer diagnosis, aiming to improve early detection of cancer

ACHIEVEMENTS

Employee of the Month - Nov 2021 - Angel One Ltd. (formerly Angel Broking Ltd.)

- Recognized for outstanding performance

'More than expected' Award - Jun 2021 - Cartesian Consulting

- Awarded for creating the Bestseller Life Document, providing a comprehensive view of the business

'Extra Mile' Award - Jan 2021 - Cartesian Consulting

- Acknowledged for exceptional performance & significant contributions to the organization