

ASTHA SINGH THAKUR

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SUMMARY

Data Engineer with expertise in CRM analytics, AdTech, targeted campaigns, & eCommerce. Proven success with Fortune 500 companies in enhancing digital presence, driving sales, & streamlining processes through advanced analytics

EDUCATION

University of Texas at Dallas | Master of Science, Computer Science (Data Science) | GPA: **3.7/4** Dec 2023

SKILLS

Analytics: CRM, A/B Testing

Database: MySQL, MS SQL, Google BigQuery

ML: Python, R, Tensorflow, PyTorch

Big Data: Spark, Kafka, Hadoop

Backend: Python, Java, C, C++, Node.js, JDBC

Data Visualization: Google Data Studio, Advanced Excel

Cloud Computing: Google Cloud Platform (GCP)

Project Management: Confluence, Jira, Git

Automation & Testing: Postman, VBA, Macros

Frontend: HTML, CSS, JavaScript, React, Figma

PROFESSIONAL EXPERIENCE

Data Engineer & Tech Lead, Think Round Inc Jun 2023 - Present

- Designed dashboards that boosted decision-making & contributed to a 5% annual income growth
- Executed social media campaigns with 80% engagement, driving traffic with 7K impressions
- Achieved a 400% increase in followership through data-driven strategies & a **50% guest turn-in ratio**
- Led tech stack overhaul & **website migration** from Squarespace to **GitHub & Docker**, boosting user engagement by 15%

Data Engineer, HotelKey Feb 2023 - May 2023

- **Automated Postman API collections** for clients, including **Hilton & Red Roof**, using JavaScript, transitioning from manual to automated testing of the Property Management System, which **increased 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 Engineer & 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
- Analyzed 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 Data Engineer, 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

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

CRM Analytics Mar 2024

- Developed a CRM analytics solution in Python for RFM segmentation & CLTV prediction with BG/NBD

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