

## SHASWAT SHAH

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### EDUCATION

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#### Master of Science in Information Systems.

(Expected) Dec, 2022

The University of Texas at Arlington – College of Business

3.66 GPA

#### Bachelor of Technology in Computer Science & Engineering

May, 2020

Parul University

3.5 GPA

### PROFESSIONAL EXPERIENCE

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#### University of Texas at Arlington – Office of Admissions

Mar 2021 – Jan 2022

##### *Graduate Student Associate*

- Created **100+** email templates for communication flow on the CRM platform Slate with HTML/CSS
- Worked on Facebook Ads, performed A/B testing and gained **17% CTR** which generated over **10k+** leads
- Worked with Google Analytics to understand and analyze the traffic on campaigns to increase the overall conversion rate

#### SYNC Web Solutions

Dec 2019 – Feb 2020

##### *Site Reliability Engineer Intern*

- Migrated client's website from Share Hosting to AWS EC2
- Integrated content delivery network (CDN) with Amazon CloudFront
- Integrated Google Analytics to analyze the traffic, also used Amazon CloudWatch to monitor the traffic
- Managed to improve site's performance **by 77%**.

### PROJECTS

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#### PREDICTING THE CHURN RATE – TELECOM DATA

- Built a predictive model for the telecom data which had approx. **10K user data** with more than **20 variables**
- Performed data cleaning tasks, replaced missing values
- Analyzed the data and ran different predictive models such as **classification tree, logistic regression** with **SAS Enterprise Miner**
- Achieved **84% accuracy** of predicting whether the user will churn or not in future

#### TWITTER SENTIMENT ANALYSIS (Python, NLP)

- Made twitter's tweet sentiment analysis by checking the polarity of the sentences using textblob and twitter's API
- Implemented Natural Language Processing (**NLP**) while working on this project

#### WordPress Website

##### *AWS Project*

- Deployed the WordPress website on Amazon Linux AMI EC2 with Elastic IP address & with AWS RDS
- Created a docker container image of the EC2 to store in Amazon Elastic Container Registry (ECR)
- Integrated SSL certificate for the URL

### SKILLS

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**Tools/Platform:** Tableau, Power BI, Google Analytics, Adobe Analytics, Jira Amazon Web Services (AWS), Azure, GCP, EC2, S3, VPC, Containers, Kubernetes, Docker, AWS Lambda, Ansible, Terraform, Jenkins, CloudWatch, VPN, Load Balancers

**Databases:** DynamoDB (NoSQL), Oracle (MySQL)

**General:** OOP, **Python**, Java, SQL, DevOps, Git, Hadoop, Linux/Unix, Data Analysis, Cloud, Selenium, ETL, HTTP, SSL, TCP/IP, DNS