

# Namrata Verma

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## EDUCATION:

### The University of Texas at Dallas

M.S., Business Analytics

May 2023

GPA 3.78

Coursework: Business Analytics with R, Database Foundation for Data Science, Causal Analytics and A/B Testing, Business Data Warehousing, Advanced Statistics for Business Analytics, Data Visualization, Predictive Analytics using SAS testing, Applied Machine Learning

### University of Mumbai, India

B.Eng., Electronics and Telecommunications

May 2018

Relevant courses: Structured Programming Approach, Applied Mathematics I, Applied Mathematics II

## CORE SKILLS:

**Programming Skills:** Python (Pandas, NumPy, SciKit-learn, matplotlib), C

**Machine Learning Algorithms:** Linear Regression, Logistic Regression, Decision Trees and Random Forests, KNN classifier, K-Mean Clustering, Classification Model, Neural Networks, Supervised model, Unsupervised model

**Data Science / Analytics:** R, SAS, SQL, Tableau, Excel

**Data Management:** Oracle, DB2, SQL Server, MongoDB, MS SQL, ETL, Hadoop, Spark, SAP, Scala

**Other Applications:** Google Analytics, Data Studio, Adobe Analytics (Omniure), PowerBI, ArcGIS, PowerPoint presentations, Excel spreadsheets, and Microsoft Outlook

## WORK EXPERIENCE:

### Reliance Jio Platform Ltd., India

#### Data Scientist - II

July 2020 - Aug 2021

*Tech stack: Adobe analytics, Google analytics, Google Tag Manager, Kibana, Tableau, PowerBI, MySQL, Data Studio, Excel*

- Managed a team of 5 to facilitate derivation of real time actionable insights that helped minimize user drop-offs by 20%
- Conducted product reviews and carried out A/B testing resulting in 35 secs increase in user stay time
- Segmented audience to strategize targeted marketing campaigns for a digital platform with over 300Mn active users that led to 40% increase in product reach. Experience in identifying event trends, cohort analysis and funnel analytics

#### Data Scientist - I

Aug 2018 - Jun 2020

- Developed and maintained 50+ dashboards on Kibana/Tableau/PowerBI, deriving critical insights to track product capabilities.
- Identified core key performance indicators to be tracked/reported, liaised with tag implementation engineers to ensure suitable tagging using Google Tag Manager (GTM) and saved 12 hours of delay caused by manual reporting
- Managed multiple client/stakeholder interactions and conducted market research across various businesses to identify relevant data points for 30+ products

#### Intern

May 2017 - Jul 2017

- Led a team to create and manage a gratification tool 'Randomizer' to generate winners based on set business rules that lowered the time taken to select winners by approx. 48 hours
- Automated server log testing process by applying various sanity checks that reduced manual efforts by 2 hours

## ACADEMIC PROJECTS:

### Case Study: Customer acquisition for The Walt Disney Company using Adobe Analytics

Dec 2021

- Studied the effectiveness of customer retargeting and strategized future action plan
- Analyzed the behavioral comparison of customer purchase on mobile vs. desktop
- Examined the effectiveness of different marketing channels on order placement

### Predict Churning customer for a Credit Card Company

Dec 2021

*Tech stack: Jupyter Notebook, Python (Seaborn, Matplotlib, Numpy, Scikit-Learn, Pandas, Feature Engine), Tableau*

- Performed exploratory data analysis on a dataset with 20 columns and 10,127 observations
- Created a correlation table to list predominant factors to develop machine learning models
- Created an interactive Tableau dashboard to visualize business insights effectively

### Designed database management system for UTD Housing department

Dec 2021

*Tech stack: Lucid Chart, MySQL*

- Designed a logical data model and implemented physical model database architecture on student housing system depending on factors such as gender inclusiveness, apartment allocation and billing using SQL Server
- Led a team of 4 to implement the system and cut down data retrieval time with 9 tables in 3rd normal form.

### Studied survival rate of titanic passengers

Dec 2021

*Tech stack: Decision Tree, K- means clustering, R, Python, Tableau*

- Performed data retrieval and preprocessing on the dataset using R
- Constructed a decision tree (Rpart) and further carried out K-means clustering analysis to determine survivability rate based on sex, passenger class etc. Integrated R studio and Tableau by invoking Rserve function

### Business Location Analysis using ArcGIS

Dec 2021

*Tech stack: ArcGIS*

- Identified three prime business locations to set up branches of a mid-priced high profile Asian food chain (Panda Hotpot)

## LEADERSHIP EXPERIENCE:

**Project Management Club, UT Dallas, Communication's Lead**

Present

**Prayas- Schooling Street Life, NGO, teaching Mathematics to 20+under privileged children**

May'17

**Advitya, NGO, creatively engaged a group of 15+ differently abled adults through teaching dance and craft**

May'16