

SETU SHAH

Dallas, Texas, USA • setu21shah@gmail.com • +1 (352) 328 - 9367 • <https://www.linkedin.com/in/setu-shah182/>

EDUCATION

MS in Business Analytics (Dean's Excellence Scholar)	<i>The University of Texas at Dallas, Dallas, TX</i>	Aug 2021 – May 2023
Master of Computer Science	<i>Nirma University, Ahmedabad, India</i>	Jul 2014 – Jun 2017
Bachelor of Computer Science	<i>Hemchandracharya North Gujarat University, Patan, India</i>	Jul 2011 – Jun 2014

RELEVANT COURSEWORK

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| • Advanced Statistics for Data Science | • Database Foundations for Data Science | • Big Data | • Web Analytics |
| • Predictive Analytics with SAS | • Business Analytics with R | • Prescriptive Analytics | • Cloud Computing Fundamentals |

SKILLS

Functional Skills:	Data Structures, Algorithms, Agile Framework, Amazon Web Services (AWS), JIRA, Web Development, Software Development Life Cycle (SDLC), RDBMS, Hadoop, Spark, Scala, Kafka, Impala, SAS
Technical Skills:	Python, R, SQL, Tableau, MySQL, SQLite, MongoDB, Advanced Microsoft Excel, Java, HTML, CSS, SAS
Algorithms / Concepts:	Decision Trees, Regressions, Neural Networks, Clustering, Advance Statistical Analysis, SQL Stored Procedures, RDBMS, Hypothesis Testing
Certifications:	Introduction to R, Intermediate R, Google Analytics Individual Certification, Google Ads Search, Google Ads Video, Introduction to Data Science in Python, Introduction to SQL, Google My Business

EXPERIENCE

SocialPilot	May 2017 - Apr 2019
<i>Senior Software Architect Analyst</i>	<i>Ahmedabad, India</i>

- Led a team of 5 junior software architect analysts and developers; assigned workload, managed, and reviewed their work to meet the standards.
- Created high-level product specifications with attention to system integration and feasibility for microservices.
- Predicted a 25% increase in new customers & a 70% increase in satisfaction of old customers with data analysis and data modeling skills.
- Preprocessed raw text file (20K data-points), analyzed the issue affecting decline in the rate of remote inverters.
- Formulated business rules and developed a priority segmentation of the clientele calls resulting in a 15% increase in revenues from sales.
- Reduced turnaround time by ~40% (from 7 to 4 days) by automating the Call Plan process and reporting decks.

Creative Glance Technologies	Jan 2017 - May 2017
<i>Software Developer Intern</i>	<i>Ahmedabad, India</i>

- Adhere to coding standards, code reviews, source control management, build processes, testing, and operations for the entire software development life cycle (SDLC) as part of the Development team.
- Worked on "TweeTap for Twitter" an android application for the android play store, used Android Studio for Frontend, JavaScript for the Backend, and DynamoDB for the database management system. Integrated Admob, Fabric, and Buffer.com
- Designed and optimized algorithms and flowcharts.
- Troubleshoot, debug, and upgrade existing software.

Pharmavision	Jan 2015 – Nov 2015
<i>Web Developer</i>	<i>Ahmedabad, India</i>

- Developed Website for Pharmavision, used HTML, CSS, Bootstrap for Frontend and JavaScript, JQuery and JSON for Backend development. Performed Regular updates and maintenance.
- Created and maintained Network Database Management System using MySQL, SQL Server, and SQL Server Management Studio. Imported in CSS frameworks.
- Allowed Users to set up, operate and scale databases using Oracle RDBMS.

ACADEMIC PROJECTS

- **Data Modelling & Visualization** – Assessed data, created a relational data model using Entity-Relation Diagram and normalization. Compiled SQL queries to get useful insights of the dataset and increase data understanding. Analyzed customer records to trace trends for customer segmentation and track sales and profit margin to provide an enhanced business solution (*Dec 2021*)
- **Pharmaceutical Data Analysis with R** - Analyzed the pharmaceutical dataset using the K-Means Clustering and Linear Regression models in R to observe trends. Data Cleaning, Data Analysis, and Data Visualization (using ggplot) done using R Language. (*Nov 2021*)
- **Prediction model for estimating prices of used cars in R** - Pre-processed, partitioned, explored, and visualized historical sales data of used cars. Fit a regression model to identify the most important predictors for estimating car prices and validated the model on new data. Achieved accuracy of 95% on this model. (*Oct 2021*)
- **Controlling LED using Raspberry PI** - Using the ultrasonic distance sensor for controlling LED Lights with Raspberry pi and created an IoT application to connect with Raspberry pi to control LED lights with mobile phone application. Language Python, Tool Geany IDE. (*Dec 2016*)
- **Openfuel.org for CIIE (IIM Ahmedabad)** Developed Openfuel.org an Online co-working space / Online Incubation used by various institution and meeting boards to organize, manage meetings and automated meeting minutes based on PHP and JavaScript. (*Dec 2015 - Present*)

ACHIEVEMENTS

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| • Mentor at Business Analytics Leadership Council (BALC) at the University of Texas at Dallas. | (Aug 2021 – Present) |
| • Mentor at Indian Student Association at the University of Texas at Dallas. | (Aug 2021 – Present) |