APOORVA GUPTA

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Available from: June 2022

EDUCATION

Northeastern University, Khoury College of Computer Sciences, Boston Sept 2021- Expected Graduation: 2023
Candidate for Master of Science in Data Science **Current CGPA: 4.0/4.0**
Related Courses: Linear Algebra & Probability, Data Management & Processing, Algorithms, Supervised Machine Learning (SML)

Panjab University, India June 2014 - May 2018
Bachelor of Engineering in Electronics & Communication **CGPA: 8.3/10.0**
CGPA: 8.28/10
Related Courses: Data structures and algorithm, Linear Algebra and Calculus, Computer Networks, MATLAB, Operating Systems

SKILLS

- Languages: SQL, Python (Pandas, Numpy, Scikit-learn, Plotly, Matplotlib, Beautiful soup), R, C++, MATLAB, HTML/CSS
- Database: MySQL, MongoDB, NoSQL, DB2, Apache Spark, Map-Reduce, Hadoop, Teradata, Google Cloud Platform
- Tools: Tableau, PowerBI, Quicksight, ETL, Knime, Arduino, MS-Office (Microsoft word, excel, PowerPoint)
- Machine Learning: Regression, Classification, Clustering, Random Forest, Support vector machine, Web scraping, Sentimental Analysis, Market Basket Analysis
- Statistics & techniques: Probability, Statistical significance, Hypothesis testing, A/B testing, Data analysis, Data Mining
- Interpersonal Skills- Storyboarding, Business communication & development, Problem-solving, Critical thinking, Leadership

PROFESSIONAL EXPERIENCE

KHOURY COLLEGE OF COMPUTER SCIENCES Boston
Graduate Teaching Assistant- Data Mining Jan 2022 - Present
- Assisted graduate students in data mining, holding office hours, and grading course evaluations

AMAZON Bangalore, India
Business Analyst in Registration and Compliance Team Jan 2021 - Aug 2021
- Designed pipeline to automate director level-weekly business report by establishing ETLM jobs to extract data from redshift cluster and web scrapped data from SharePoint resulting in an 80% decrease in manual efforts for RCO workforce and Operations team
- Created a Quicksight dashboard to track actual and predicted incoming volume of seller verification queues with an average accuracy of 24%, assisting Operations team in resource planning and providing visibility into volume based KPIs
- Improved communication with stakeholders by developing a pipeline for intake mechanism, building, and launching monthly newsletters & conducting monthly business reviews with directors resulting in ~30% rise in positive customer experience

LOWES Bangalore, India
Analyst in Pricing & Promotions Team Mar 2020 - Dec 2020
- Developed an exhaustive Test-Control framework to analyze price test in a 3-way competitive market to regularize pricing of benchmarked items, resulting in a 3.4% rise in an overall margin for recommended merchandising divisions
- Designed a powerBI dashboard to track annualized margin impact resulting from change in cost of items by vendors
- Analyzed different factors like competitor pricing, elasticity of product, final cost of product etc. to recommend total price of products to mitigate margin and helped pricing managers to make data-driven decisions 16% quicker

MU SIGMA Bangalore, India
Decision Scientist June 2018 - Mar 2020
- Set up and measured impact of multiple email marketing campaigns by utilizing pre-post and test-control framework and performed significance testing to validate lift in open rate, click rate, and average revenue per person
- Segmented customers for email marketing campaigns using K-means clustering based on purchase propensity and engagement behavior led to an increase in productivity of emails by a lift of 2.1% in $/customer metrics
- Formulated data integrity and data quality management for identifying pain points in current workflows. This robust framework helped to detect anomalies in data and in streamlining data in preprocessing stage

ACADEMIC PROJECTS

YELP DATA ANALYSIS Boston
Northeastern University Nov 2021 - Dec 2021
- Implemented exploratory data analysis to understand attributes impacting business reviews, performed K means clustering to segment users and built regression model to determine factors affecting closure of business with an accuracy of 85%

BOOK REVIEW DATABASE SYSTEM Boston
Northeastern University Nov 2021 - Dec 2021
- Designed ER & UML diagrams for online book review system and developed database management system in MYSQL workbench
- Created an application in python to interact users with system. Implemented sentimental analysis on reviews to understand features impacting positive and negative reviews