

# AESHNA GUPTA

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## WORK EXPERIENCE

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### Dell Technologies

**Bangalore, India**

*Senior Data Analyst, Dell Global Analytics*

*May 2021 - Finish Date*

- Leveraged the NLP model to facilitate customer retention, resulting in providing insights for the reduction of order cancellations.
- Utilized statistical data analysis to identify potential customers and acquire \$2M in revenue within the past quarter.
- Built SSIS packages & developed databases for efficient extraction of large-scale datasets, improving accuracy by 40%.
- Automated and optimized business logic for the core marketing experience including Airflow, job scheduling, and auto-targeting.
- Successfully presented financial performance models to the executive team, predicting year-over-year growth.

### Dell Technologies

**Hyderabad, India**

*Data analyst, Online-Customer satisfaction*

*Aug 2021 - May 2022*

- Utilized customer feedback, purchase patterns & online browsing behavior to create a loyalty-LTV & segmentation model resulting in increased ROI by 20%.
- Evaluated business requirements and designed data models for conceptualization of B2B customers, increasing accuracy of analytics by 15%.
- Developed KPI reports to monitor customer revenue streams (channel, affiliated, alliance), boosting efficiency by 25%.

### Dell Technologies

**Hyderabad, India**

*Software Engineer, Online-Customer satisfaction*

*Jul 2020 - Jul 2021*

- Developed Text Analysis dashboard using unsupervised models LDA, NMF to provide insights on customer verbatim & unlock hidden patterns.
- Optimized user experience by gathering data from queues and implementing automated processes for customer operations satisfaction.
- Leveraged Python NLP models to uncover topics, sentiments, emotions and trends in unstructured customer remarks; resulting in a 45% increase of customers on the tool with an average retention rate of 60%.

## PROJECT EXPERIENCE

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### Dell Technologies

*Credit card fraud prediction using AutoML*

- Deployed a Random forest and AutoML technique classification model that predicted transaction fraud with 89% combativeness.
- Established a cutting-edge AI cloud platform incorporating Airflow and Mlflow, connecting to an S3 bucket and exceeding fraud detection accuracy by 20%.
- Presented finished results to the exec team, enabling improved transactions security with 3MM customers & increased revenue by \$10M.

*EDA app using Machine learning & Streamlit*

- Produced user-friendly web application employing Machine Learning algorithms such as Logistic Regression, SVC, Naive Bayes, and KNN, providing users with data understanding, visualization & modeling capabilities.
- Devised API & back-end services employing Python technologies such as Flask & Streamlit for rapid deployment & user intuitive interface.

## EDUCATION

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**Indira Gandhi Delhi Technical University for Women**

**Delhi, India**

*Bachelors in Information Technology*

*Graduation Date: May 2020*

## SKILLS & INTERESTS

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**Skills:**SQL | Python | Git | Streamlit | Plotly | Cloud computing | AutoML | PowerBI | Microsoft Office (Excel, Word, PowerPoint) | Communication

**Achievements:**Awarded the "Leadership Award" for my work on Topic modeling dashboard | Dell CMR competition: 3rd rank