AESHNA GUPTA

Linkedin | aeshnaagg@gmail.com| +91-8755555444 | Portfolio | Github

WORK EXPERIENCE

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.
- Analyzed 3 years of customer review survey data using PowerBI, resulting in a 20% increase in customer satisfaction and a 15% improvement in product quality.
- Automated data pipeline processes by implementing CI/CD pipelines on Gitlab and using airflow DAGs which reduced manual intervention by 60%.

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 and managed 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 in customers on the tool with an average retention rate of 60%.
- Recieved "Leadership Award" for my work on Topic modeling Dashboard

PROJECT EXPERIENCE

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.
- Displayed a working knowledge of Data ETL, visualization, unbalanced data handling, AutoML, python, and project integration

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 analysis, visualization & modeling capabilities.
- Devised API & back-end services employing Python technologies such as Flask & Streamlit for rapid deployment & user intuitive interface.

EDUCATION

Indira Gandhi Delhi Technical University for Women **Delhi, India**

Bachelors in Information Technology *Graduation Date: May 2020*

SKILLS & INTERESTS

Skills:SQL | Python | Statistics | Git | Streamlit | Plotly | AutoML | PowerBI | Problem solving | Critical Thinking |Written and Verbal Communication |Research, report and forecast | Cross functional collaboration | MLOps