AMLA SRIVASTAVA

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EDUCATION

Columbia University, New York, NY (Expected Dec 2017)
M.S. in Data Science **GPA: 4.0/4.0**
Relevant courses: Machine Learning, Applied Machine Learning, Probability, Statistical Inference and Modeling, Exploratory Data Analysis and Visualization, Computer Systems for Data Science, Algorithms for Data Science, Storytelling with Data

(May 2015)
PEC University of Technology, Chandigarh, India **GPA: 9.4/10.0**
B.E. in Computer Science & Engineering
Relevant courses: Artificial Intelligence, Neural Networks, Database Management Systems, Design and Analysis of Algorithms, Data Structures, Operating Systems, Web Technologies, Software Engineering, Object Oriented Programming

WORK EXPERIENCE

McKinsey Knowledge Center, Jr. Research Analyst, Gurgaon, India (Jun 2015 – Jun 2016)
- Provided research and advisory services for the marketing and strategy office of a global Consumer Electronics giant; studied consumer behavior, analyzed competitive market trends and developed branding and retail strategies for the client

McKinsey Knowledge Center, Intern, Gurgaon, India (Jan 2014 – Jul 2014)
- Conducted a comprehensive study on 'Text Mining'; studied end-to-end processes; identified several client-relevant use cases and performed resume classification and survey sentiment analysis using R, RapidMiner and Tropes
- Created a performance analysis model using MS Excel and VBA for the senior management to automatically classify incoming requests and to track various performance metrics within the team

Aachen University of Applied Sciences, Intern, Germany (Jun 2012 – Jul 2012)
- Worked on the installation of SWORD software in an UBUNTU virtual machine and performed test runs for the Laboratory of Nuclear Techniques

PROJECTS

Traffic complaints classification: Text analytics (*Applied Machine Learning project)* (Apr 2016)
- Built a text classification model to classify traffic complaints for the city of Boston using logistic regression; validated results using topic modeling and clustering techniques (LDA, NMF and K-means); achieved a final accuracy of 92%

Predicting consumer behavior: Ensemble techniques (*Applied Machine Learning project)* (Mar 2016)
- Implemented multiple classification models to predict subscription rate for a bank's direct marketing campaign; achieved an ROC AUC score of 83% with an ensemble model using logistic regression, gradient boosted trees and PCA

NYC Motor Vehicle Collisions: Visualizing accidents 2013-16 (*Data Analysis and Visualization project)* (Mar 2016 - Apr 2016)
- Analyzed vehicular collisions in New York City between 2013-16 to understand trends in accident types, seasonality, causes, and associated risks; created interactive visualizations depicting the same using R, Tableau and CartoDB

Microsoft - CDSS Data Science Student Challenge (*Hackathon - 2nd position)* (Oct 2016)
- Built a multiclass logistic regression model using Python and Microsoft Azure ML Studio to identify the most popular product in a Walmart store on a given day; enabled Walmart to identify substitutes in case of product unavailability

Visualizing character interactions in 'Love Actually' *(Storytelling with Data project)* (Dec 2017)
- Created several interactive visualizations to explore character interactions across scenes in the popular Hollywood movie 'Love Actually' using R, D3.js, HTML and CSS

SCHOLASTIC ACHIEVEMENTS/POSITIONS OF RESPONSIBILITY

- Teaching Assistant (TA) for Introduction to Computing for Engineering/Applied Sciences (E1006) (Jan 2017 – Present)
- Department Representative, Engineering Graduate Student Council (EGSC), Columbia University (Sep 2016 – Present)
- Student Head, Alumni Affairs Committee, PEC University of Technology**,** Chandigarh (Aug 2015 – Aug 2016)
- Recipient of SPDC and DASA scholarships by Government of India (Aug 2011 – Aug 2015)

SKILLS

- *Computer:* R, Python, git, D3.js, VBA, Hadoop, Spark, SQL, RapidMiner, WEKA, MS Office, C, C++, Java, PHP, HTML, CSS
- *Other:* U.S. citizen