Arushi Mangla

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Education

- **Santa Clara University, Santa Clara, California**
  Master of Science in Computer Science and Engineering — Sep 2023 - Jun 2025
  Relevant Courses: Deep Learning, Computer Vision, Pattern Recognition & Data Mining, Design & Analysis of Algorithms

- **GLA University, India**
  Bachelor of Technology in Computer Science with specialization in Data Analytics — Aug 2016 - Jul 2020
  Relevant Courses: Data Warehouse & Multidimensional Modeling, Hadoop & Big Data Analytics, Object Oriented Programming, Python Programming, Applied Statistical Analysis, Operating Systems, Computer Networks

Patent

- **Invention Name** - A Machine Learning based Brain Computer Interface system for training and enabling Aphonic Patient for effective communication, 2020. Application Number - 202011030624. Invention Link

Work Experience

Honasa Consumer Limited (System Analyst | 2020 - 2023)

- Created data pipelines using API calls in Python & automated more than 40% of daily manual reporting using interactive dashboards, mailers & KPI trackers.
- Improved payment success rate by 10% with real-time alerting systems & deep diving on failure points through data exploration.
- Leveraged Python to analyze extensive datasets, identify key patterns and trends in marketing campaigns, ultimately driving a 12% sales increase through data-backed recommendations for customer acquisition strategies.

Mu Sigma (Data Scientist | Fall 2020)

- Analyzed transactional behavior, constructed 10+ hypotheses, developed data dictionaries, and gave suggestions to boost in-store customer satisfaction at 'The Home Depot'.

KPMG (Data Analytics Intern | Summer 2020)

- Performed comprehensive data quality assessments on a dataset of 10,000+ records, yielding 98% accuracy, and extracted actionable insights that led to an improvement in decision-making processes.

GLA University (Research Team Lead | 2019)

- Mentored students and conducted workshops on research, technical writing, paper presentation & draft formation in Machine Learning.

Machine Learning & Generative AI Projects

- **Fine-tuning GenAI Models** (Fall 2023) - Fine-tuned large language models from the hugging face repository using an evaluative dataset containing sentiments and reviews for domain specific results.
- **Sentiment Analysis using BERT** (Fall 2023) - Led a sentiment analysis project utilizing the IMDb dataset of 50,000 reviews, emphasizing the transformative impact of employing BERT transformers. Through advanced natural language processing techniques, including Bag of Words, n-grams, and NLTK, the project achieved a 90% accuracy.

Tools/Technologies

- Programming Languages - Python, R, C
- Machine Learning Libraries - NumPy, Pandas, Matplotlib, Tensorflow, PyTorch, Scikit-learn
- Notebooks & Databases - Jupyter, Spyder, MySQL, Google Cloud Platform
- Software - Microsoft Power BI, Google Analytics, Metabase, Data Studio, Redash
- Others - Predictive Modeling, Hypothesis Testing, Data Mining, Exploratory Data Analysis, Data Visualization, Statistics, Neural Networks, Machine Learning Algorithms, Large Language Models

Publications

- Match-Level Fusion of Finger-Knuckle Print and Iris for Human Identity Validation Using Neuro-Fuzzy Classifier, 2022. Paper Link
- Promotion Response Modelling in Healthcare Analytics, 2020. Paper Link
- Secure Encryption Mechanism for Mental Health Data, 2020. Paper Link
- Enhancing Image Diagnosis by the Implementation of Transfer Classifiers, 2019. Paper Link

Certification

- Data Science Graduate from IBM, 2020