Avani Gupta

MS in Interdisciplinary Data Science, Duke University 2020
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Education

Duke University – Graduate School, *Durham, NC*   **2018-Present**
Master of Science in Interdisciplinary Data Science *(May 2020 Expected)*

- <u>Coursework:</u> Bayesian Statistics, Machine Learning, Modeling and Representation of Data, Data Scraping and Text Analysis, Database Management, Social Network Analysis, Consumer Behavior
- <u>Research Area of Interest:</u> Regression Modeling Techniques for Predicting Opening Weekend Box Office Revenues
- <u>Capstone Project:</u> Predicting Purchase Behavior for a Large Financial eCommerce Client
  - Using Recurrent Neural Networks & LSTM Methods with Combined Sequential User Journey Data and Natural Language Processing Signals

Tufts University - School of Arts and Sciences**,** *Medford, MA*   **2009-2013**
Bachelor of Arts in Economics, Minor in Communications and Media Studies *(May 2013)*

Professional Experience

Imagine Entertainment, *Los Angeles, CA*   **June-August 2019**
Data Science Summer Intern*, Imagine Impact*

- Reformulated evaluation technique and regression algorithm of script assessment aptitude test, resulting in an increased accuracy rate from 7% to 68%. Developed ETL pipeline for said aptitude test data, gathered by pulling data in from survey platform API
- Created automated document summarization tool to match document information to unstructured web-scraped text using NLP techniques for keyword evaluation. Iterated on said tool by implementing machine learning techniques to train summarization model based on human classification responses
- Constructed internal recommendation system using NLP techniques such as Latent Dirichlet allocation to analyze customer preference patterns. Incorporated various applied survey methods to scale the utilization of said recommendation system

MRM//McCann, *Hong Kong*   **2014-2018**
Account Manager*, Strategy Team*

- Managed in-house digital lead generation machine learning model for the Google Cloud Platform. Covered data management, lead scoring and prioritization, segmentation, model optimization, database management, and performance measurement. Led project's expansion to 15 markets in 1.5 years, while continuing to grow the business at a steady rate. Successfully adapted model to other products within the Google family, such as GSuite and Ad Words
- Created new database, analytics suite, marketing strategy, and consumer interaction campaign template for Align Technology, a global medical device company. Led 8-person team in the development of a full management suite resulting in higher customer awareness and retention, standardization of employees' workflow, and distinct revenue and growth visualization tools
- Managed five 8-10-person teams to assess customer behavior data and create distinct marketing strategies hyper-targeted for each segment at a Cathay Pacific subsidiary. Successfully managed analytics, media planning, technological operations, and business development teams

Activities & Awards

Forever Duke Student Leadership Award Recipient   **2020**

Duke ASA DataFest 2019   **April 2019**
Participant
- Created multi-variate time series based predictive model and web-application mock-up to assist the Canadian women's rugby team in analyzing and preparing for next-day fatigue

Duke Graduate and Professional Student Council   **2018-2019**
Cohort Representative
- Served as elected representative to the umbrella student government for all graduate and professional programs at Duke

Skills & Knowledge

- **Languages**: R, Python, Bash/Shell, SQL, SparkSQL
- **Technical Skills:** Data Science, ETL, Statistical Analysis, Machine Learning, Natural Language Processing
- **Soft Skills:** Account and Project Management, Technical Product Management, Database Management
- **Tools:** numpy, pandas, scikit-learn, keras, Jupyter Notebook, GitHub, Tableau (*Intermediate*), Google Suite, Excel