

Bhumika Srinivas

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Passionate data scientist interested in applying data science skills to impactful, socially responsible projects.

Education

Master of Science in Data Science

University of San Francisco

Jul 2023 – Jun 2024

San Francisco, CA

Bachelor of Science in Data Science

University of San Francisco

Aug 2019 – Dec 2022

San Francisco, CA

Professional Experience

Data Science Intern

ReshaMandi

Feb 2023 – Jun 2023

Bangalore, India

- Led a tableau project leveraging Snowflake SQL queries to build a dynamic dashboard and implemented automated subscriptions, resulting in TAT reduction for the SCM logistics team.
- Conducted sentiment analysis on customer calls data on GCS using the HuggingFace BERT models, boosting collections team work efficiency.
- Built a decision tree model for cocoon procurement with Amazon SageMaker, deployed using AWS serverless endpoint and Kafka consumer pipeline increasing the profit margin by 37%.
- Optimized Neo4j cypher queries for pre-existing knowledge graphs.

Data Analyst Intern

Object Edge

Jun 2022 – Aug 2023

Walnut Creek, CA

- Created and presented to Zenni Optical on a Tableau dashboard for visualizing 5 core business KPIs such as Gross Merchandise Value & Order Revenue, resulting in discovering product and customer insights.
- Optimized product placement in the website order checkout section by 55% by conducting Market Basket Analysis using Python to encourage certain combinations of sales.
- Boosted sales by 40% by conducting a RFM analysis using R to evaluate customer satisfaction and focusing on 5+ client demographics based on order dates, monetary value, and the number of products purchased.

Data Visualization Research Assistant

University of San Francisco

Mar 2022 – Dec 2022

San Francisco, CA

- Supported professor in data visualization research using LaTeX, Qualtrics, R, Python, Excel, and DataWrapper. Presented findings to the University of Nottingham team, who found the analysis valuable for research development..
- Co-authored a research paper on treemap literacy accepted by [Eurographics Education 2023 Papers](#).

Mathematics and Data Science Teaching Assistant

University of San Francisco

Aug 2021 – Dec 2022

San Francisco, CA

- Delivered a data analytics workshop on data visualization to 15 high school students at the San Francisco Girls' School.
- Supported professors with lesson planning and material preparation to support student learning and provide insights for over 20+ students regarding topics such as Calculus, Data Science Intro, and Elementary Linear Algebra.
- Guided and assisted 25+ students with homework and test preparation, raising grades by an average of 2 letter grades.

Select Academic Projects

• Data Visualization Project - [Starbucks Analysis](#)

- Conducted nutritional analysis of foods and drinks at Starbucks using D3.js and HTML/CSS (waypoints), identifying a correlation between each nutrition type. The project was longlisted for [2022 IIB Awards of Data Visualization Society](#).

• Deep Learning - [Image Segmentation of Microscopy Images](#)

- Achieved a mean squared error of 1.902 with approximately 50% of the test data and placed first in [USF Kaggle Competition](#)
- Created a neural network by implementing a standard U-Net using TensorFlow with variations to the layers to achieve prediction of biomedical microscopy images of cells.

Technical Skills

- Python (Matplotlib, Seaborn, SciPy, Plotly), Java, SQL (Postgres, Snowflake), Git, GitHub, RegEx, PyTorch, TensorFlow, BeautifulSoup

Awards and Scholarships

- Prestigious Data Institute Award (Outstanding Graduating Senior in Data Science), University International Scholarship (\$80K for 4 years), Newmark Women in Tech Scholarship