

# CHARU LATA

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<b>Education</b>	<b>UNIVERSITY OF HAWAII-MĀNOA</b> Master of Science (MSc), Computational Geophysics, December 2019 CGPA: 3.89/4, East-West Center Alum, Student Athletes Mentor & Tutor	<b>Honolulu, HI</b> EAD: Feb 2020 – Feb 2023
	<b>INDIAN INSTITUTE OF TECHNOLOGY-KHARAGPUR</b> Integrated MSc, Geology and Geophysics, May 2015 College Basketball & Volleyball player, Techno-Management Fest Organizer	<b>Kharagpur, India</b>
<b>Tech Skills</b>	SQL; MATLAB; Python: Numpy, Pandas, Sklearn, GraphLab, Seaborn; R; MS Excel VBA; Tableau	
<b>Projects</b>	<ul style="list-style-type: none"><li>• <i>Sales Data Analysis</i>: Used data cleaning, wrangling and visualization techniques in <b>Python</b> to answer business questions for an online e-commerce company</li><li>• <i>Risk Hotspot Analysis</i>: Queried structured engineering insurance claim data, developed KPI's and made interactive <b>Tableau</b> dashboards shown to target clients which helped onboarding and increase annual revenue</li><li>• <i>Shoreline Prediction</i>: Used hierarchical linear regression to predict increasingly advancing shoreline of beaches (nested data) in <b>R</b>, which help policymakers develop an effective coastal development plan</li><li>• <i>Motor Insurance Claim Predictor</i>: Trained classification model with &gt; 0.87 AUC to predict claim outcome on (unbalanced) user dataset in <b>Python</b>, thus identified potential claim producing policy holders</li><li>• <i>Data Visualization in Tableau</i>: <a href="https://public.tableau.com/profile/charu.lata#!/">https://public.tableau.com/profile/charu.lata#!/</a></li></ul>	
<b>Experience</b>	<b>UNIVERSITY OF HAWAII-MĀNOA</b> (Global Top-10 Geosciences Program) <b>Graduate Research Assistant, Graduate Teaching Assistant</b> Established research goals and led individual and team research to timely execution. ( <i>Thesis</i> )	<b>Honolulu, HI</b>
2017 - 2019	<ul style="list-style-type: none"><li>• Invited to present research at regional and international conferences: AGU-2018, REU-2019</li><li>• Taught and mentored 60+ undergraduate students by conducting daily training-feedback sessions and quantifying student's engagement, performance and behavioral metrics for assigning final grades</li><li>• Proposed and led funding for research project aimed at revamping 50 years old gravity repository of Oahu<ul style="list-style-type: none"><li>- Secured unanimous vote from 5-membered committee amongst 20 submitted proposals</li><li>- Led a team of 2 in executing the project within 5 months by planning and communicating daily goals</li></ul></li><li>• Developed first of its kind staggered-grid wave simulation <a href="#">algorithm</a> with 30% less computation time and movie-recording feature using high order difference method and matrix manipulation technique in <b>Maltlab</b></li><li>• Automated seismic event picking process for 8000+ events, thus reducing analysis time by days</li><li>• Offer of PhD extended after a year into the program</li></ul>	
2016 - 2017	<b>INDIAN INSTITUTE OF TECHNOLOGY-BOMBAY</b> <b>Research Assistant, Department of Earth Sciences</b> <ul style="list-style-type: none"><li>• Implemented Ambient Noise Interferometry technique on ground-motion time-series data and communicated actionable goals to a major government owned oil and gas company</li></ul>	<b>Mumbai, India</b>
2015 - 2016	<b>ICICI GENERAL INSURANCE</b> (India's Largest Private Insurance Company) <b>Manager-Value Added Services (VAS)</b> Generated revenue and restructured operations in VAS by cross-functional collaboration. <ul style="list-style-type: none"><li>• Increased client onboarding, retention and added &gt;100,000 USD to annual revenue by leading product development of online dashboard aimed at facilitating real-time VAS tracking and enhance client engagement</li><li>• Increased client onboarding by 30% by introducing and promoting data-driven sales pitch powered with interactive data visualization <b>Tableau</b> dashboards and actionable insights</li><li>• Reduced decision time by 6-10 per week by introducing an interactive GUI to automate VAS recommendation and pricing catalog creation process, made using <b>MS Excel Visual Basic</b></li><li>• <i>Mobile App-based Site risk inspection for SMEs</i><ul style="list-style-type: none"><li>- Increased operational efficiency at near-zero cost, increased inspection numbers by 150%, and amassed digital data for generating 'Risk Scores' by facilitating application adoption</li><li>- Derived metrics on <b>SQL</b> queried claim and risk score data, used multiple regression to predict claim amount for target client that helped sales team pitch mitigation products and services offered by ICICI Lombard</li></ul></li></ul>	<b>Mumbai, India</b>
<b>Awards</b>	<ul style="list-style-type: none"><li>• <i>Harold Stearns Fellowship</i>, 2018: Secured research funding against 20 submitted proposals, given by the Geological Society of America (GSA)</li><li>• <i>AGU Travel Grant</i>, 2018: Shortlisted amongst a pool of 1000+ candidates to attend and present at American Geophysical Union (AGU) Fall meeting</li><li>• <i>ICICI Lombard</i>, 2016: Awarded with highest year-end rating amongst 18 peers based on KPI's</li><li>• <i>Inspire Scholarship</i>, 2010-15: Awarded for being in top 5% (amongst 0.3 million) of college students pursuing science field as major</li></ul>	