Deepika Gupta

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# **EXPERIENCE**

**Data Scientist | Ex2 India Pvt. Ltd. | March 2018 – Present**

* Bot manager integrated with machine learning to detect internet robots
* Developed an automated system to classify internet robots from IIS log files
* Trained ensemble and tree-based machine learning models to achieve state-of-the-art results
* Developed an internal analytics platform for our clients’ website using Django Framework
* Hands-on advanced proficiency in handling and analysing large datasets
* Designed a personalized recommendation system to increase conversion rate for a real estate company based out of the USA
* Trained machine learning models to predict user behaviour from customers’ web journey
* Developed an explicit scoring system to rate the communities, builders and homes in the USA
* Applied deep collaborative filtering to find similar homes and users
* Data analysis of various products’ performances
* Scraped data from websites and their APIs for analysis using Python, Excel and statistical modeling
* Extracted meaningful facts from the data to make better business decisions
* Provided modelling of structured and unstructured data to determine strategies to reduce market risks and capture market opportunities

**Market Research Analyst | IMARC Services Pvt. Ltd. | Sep-2016 – Feb-2018**

* Created FMCG market research reports for Unilever
  + Conducted primary and secondary researches to gather information
  + Wrote market research reports on petrochemicals, chemicals, commodities, food & beverages, energy etc.
  + Collected, cleansed and provided modelling and analysis of structured and unstructured data for Unilever
* Created Cost Models to determine the cost of manufacturing goods for Unilever
* Virtually made a whole product from scratch to determine its actual manufacturing cost to make procurement decisions
* Collaborated with Unilever team to negotiate cost prices of goods with sellers
* Updated the pricing history database

# CORE COMPETENCIES

* **Machine Learning: -** Supervised and unsupervised learning (Algorithms: Logistics Regression, Linear Regression, Tree algorithms, Naive Bayes, Nearest Neighbors, Gradient Boosting Machine, KMeans clustering, etc.)
* **Skills: -** Data cleaning, feature engineering, feature scaling, dimensionality reduction, cross validation, model evaluation, Mathematics, Statistics & Probability
* **Programming Languages: -** **Python:** Data analysis (NumPy, pandas, datetime, math), web scraping (requests, bs4, selenium), regex (re), visualization (pandas, matplotlib, seaborn), machine learning (scikit-learn, keras)
* **Framework**: - Django, Selenium
* **Databases**: - MySql, Postgresql, Sql lite
* **Tool & Utilities: -** MsOffice, Google Analytics, Google Search Console

# ACADEMIC profile

**B. Sc. (Hons.) in Mathematics | Lady Shri Ram College for Women, Delhi University | June 2013 – June 2016**

* Achieved 70.16%
* **Internships: -** Business Development Intern at Guna Organics (March 2015 – August 2015) and Project Manager of Create to Inspire School Program, Microsoft (June 2015 – August 2015)

# AREA OF INTEREST:

Data Science, Machine Learning, Algorithms, Web-Development, Table-Tennis, Literature

# Positions of responsibilities & extra curricular

* **Member of Table-Tennis-** Under National Sports Organization (2014-2016)
* **Volunteered at Four Steps-** an NGO for mentally Impaired Children- Under National Service Scheme (2013-2016)
* **Coordinator of Abhivyakti-** the Creative Writing Society & **Core-team member of Prakriti-** The Environment Society of LSR
* **Awarded Inspire Scholarship** by Department of Science and Technology, Government of India and **KPMG Scholarship** for excellent performance in college activities
* **Won many Science contents** at the regional and national level
* **Awarded ‘The Best Hindi Article of the Year- 2015’** at Lady Shri Ram College for Women, New Delhi