DEVANSHEE TANNA

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PROFILE

- Data Science and Analytics graduate student with a passion for insightful decision making, problem solving and driving business impact to enable data driven decision making and strategy.
- Four years of professional experience in creating analytics solutions across banking, retail and IoT industries. Skilled in machine learning algorithms, quantitative analysis, unstructured data analysis, big data and visualization.
- Worked across global locations with clients to perform Data mining and Master Data Management. Set up big data analytics and digital platform to help organizations generate actionable insights.

CORE COMPETENCIES

- Machine Learning: Regression, CART, Ensemble models, Clustering, Time series modelling, A/B Testing, NLP
- Collaborating with product partners, client teams and strategic leadership to realize transformative objectives.
- Data wrangling/viz: SQL, Python, Tableau, Apache Spark, R, Google Analytics
- Liaising with stakeholders and teams to evaluate business scope, create innovative solutions & comprehensive reports.

EDUCATION

- MS in Analytics - J. Mack Robinson School of Business, Georgia State University, Atlanta, USA - Dec 2020 – CGPA: 4.00
- B-Tech in Mechatronics - SRM Institute of Science & Technology, SRM University, India. – 2015 -CGPA: 8.65/10

PROFESSIONAL EXPERIENCE

Georgia State University

Graduate Research Assistant August 2019 – Present

- Collaborating with SunTrust bank (now Truist) to perform mortgage customer segmentation and target cross-selling using customer data with techniques such as K Modes clustering, association rule mining and classification techniques.
- Performed text analytics on USA's city reviews using NLP techniques such as - topic modeling, sentiment analysis, word association and n-grams to understand the KPIs for the cities' overall growth.

Cognizant Technology Solutions, India Sep 2015 – June 2019

Associate – Data Analytics *Jan 2018 – June 2019*

- Developed a strategy to utilize the data captured by an Australian Internet of Things client for enhancing device performance. Analyzed the data from the smart devices and predicted the need for repair and risk of failure of units within the network using statistical techniques, association rule mining and classification algorithms, thereby improving device performance.
- Performed data mining, profiling and market basket analysis for an APAC airport to draw insights on customer behavior and geographical trends, thereby enhancing customer satisfaction and increasing sales by 15% month over month.
- Delivered an On-Site pilot implementation on Master Data Management at Malaysia, to an energy company. Analyzed customer and product entities containing ~1,000,000 records and 200+ attributes. Eliminated inconsistencies, conducted exploratory data analysis and derived insights to maximize ROI and optimize operations. The pilot led to the signing of a $90,000 deal.

Data Analyst *Sep 2015 – Dec 2017*

- Developed Business Intelligence reports on Government Funding Schemes for an Indian bank using SQL and scripting. Presented actionable insights through dynamic visualizations on Tableau for immediate consumption by the client's business team.
- Performed batch data ingestion into the Hadoop ecosystem to create a centralized data lake for an American bank and further utilized this data to model consumer banking preferences based on client transactions, client profile and call transcripts.
- Obtained certification on Big Data analytics in Singapore, conducted by the client's product engineering team.

PROJECTS

TMDb Box Office Revenue Prediction:

- Utilized MultiLabel binarizer, OneHotEncoder, TF-IDF to encode features containing JSON lists of columns. Applied machine learning models like random forest and xgboost to predict the revenue of a movie with an RMSE value of 1.59.

Analyzing the performance for Healthcare systems in Georgia:

- Performed sentiment analysis on patient reviews, preprocessed data using Python's NLTK package and highlighted major factors impacting hospital reputation using n-grams and topic modeling, thereby providing recommendations to improve 2 key factors for below average rated hospitals.

Analysis of Marketing Strategies for Porsche's Electric vehicles:

- Predicted potential customers of Porsche's Electric vehicles (EV) using EV registrations per zip code and population demographics. Mined patterns and correlations between EV sales and demographic features and further used these factors to implement Lasso regression model with an R square value of 0.65.