K A Esha Thangamma

System Engineer | Aspiring Data Analyst

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Portfolio: eshaaiyanna/Portfolio

TECHNICAL KNOWLEDGE:

Languages: Python, SQL

Skills: Postgres, Tableau, JupyterNotebook, Visual Studio, Git, Microsoft Excel, Postman, AWS services, Jira.

WORK EXPERIENCE:

System Engineer – Tata Consultancy Services (Aug 2022- Present)

Client - Zebra Technologies

- Proficient in Android testing on QUALCOMM Snapdragon 660, Snapdragon 6490, and Snapdragon 6375 platforms.
- Collaborated with developers to better understand new features, improving bug detection by 15%.
- Performed device imaging tasks, including updating and downgrading to various OS versions.
- Developed and implement comprehensive test cases, ensuring thorough examination and validation of all software functionalities.
- Performed log analysis to diagnose system issues, reducing downtime by 20%.
- Collaborated with cross-functional teams to implement improvements based on insights derived from log data.

PROJECT 1:

AB Testing Using Python:

Objective: Analysing the results of two marketing strategies to choose the best one for future marketing campaigns

- Performed data preparation, exploratory data analysis (EDA), and visualization to evaluate two marketing campaigns through A/B testing (using Numpy,Pandas,Plotly,Matplotlib)
- The control campaign showed higher overall sales and engagement, with increased product views and items added to carts.
- In contrast, the test campaign had a higher conversion rate for products in the cart, indicating its effectiveness for targeted marketing.

PROJECT 2:

Algorithmic Trading Strategy Development:

Objective: To design, develop, and evaluate algorithmic trading strategies using historical market data.

- Implemented an algorithmic trading strategy using the momentum approach on stock price data in Python.
- The project explores both Momentum and Moving Average strategies, incorporating Compound Annual Growth Rate (CAGR) analysis.
- Visualizations include closing prices, momentum indicators, and moving averages, clearly highlighting buy and sell signals to facilitate decision-making (using Numpy,Pandas,Plotly,Matplotlib)
- This work enhances understanding of algorithmic trading techniques and their practical applications in financial markets.

EDUCATION:

Bachelor Of Engineering (Electronics and Communication Engineering) 2018 - 2022
St. Joseph Engineering College, Visvesvaraya Technological University
Secured overall score of **7CGPA.**

Pre – University College (Science, PCMB) 2016 – 2018
Sadvidya Semi Residential Pre-University College, Karnataka PU -Board -Passed
with distinction with **86**%.

Certification

- Data Science and Analytics Certification - Tutort Academy [Jan 2024 – September 2024]
- Tableau 2024 A-Z: Hands-On Tableau Training for Data Science
- Python for Data Science and Machine Learning Bootcamp