

# ADITYA SRIVASTAVA

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## EDUCATION

### Master of Science, University of Cincinnati, Carl H. Lindner College of Business

Cincinnati, Ohio

August 2021-August 2022

- Major: Business Analytics | CGPA: 4.0 / 4.0
- Available full-time starting May 2022
- Courses: Probability | Simulation & Predictive Modeling | Time Series | Big Data | Data Warehousing

### Bachelor of Technology, The LNM Institute of Information Technology

Jaipur, India

August 2013-August 2017

- Major: Computer Science & Engineering | CGPA: 7.3 / 10
- Courses: Data Structures & Algorithms | Operating Systems | Computer Architecture | Computer Networks

## TECHNICAL SKILLS

- **Programming Framework** – Python, Tensorflow, Keras, R, Google Apps Script
- **ML Concepts** – Predictive Modeling, Cluster Analysis, Neural Networks, Time Series, Recommendation System, NLP
- **Database Management** – SQL, Google BigQuery
- **Data Visualization** – Google Data Studio, Tableau
- **Deployment Framework** – Google Cloud Platform (GCP)
- **Version Control** – Gitlab, Github

## WORK EXPERIENCE

### Essence Global (WPP)

Gurugram, India

Senior Analytics Executive – Data Science | Client: Google

October 2019-July 2021

- Designed and maintained an automated and scalable approach of collecting, cleansing unstructured data and parallel processing for ETL to remove any manual interventions to feed marketing campaign data into the models.
- Collaborated with 3 cross-functional teams to develop a multi-model approach (Bayesian Hierarchy, Random Forest, XGBoost & Log-Linear) for Google products having up to 90% accuracy despite unavailability of direct historical data.
- Developed a Google Sheets tool to showcase the forecasted results using Google Apps Script acting as an interface between Google BigQuery, API endpoints and user inputs.

### Unyscape Infocom Pvt. Ltd.

Noida, India

Data Analyst

January 2018-October 2019

- Created automated scripts, reports and analysis to enable the existing digital marketing team to handle more projects (4x in revenue) for platforms YouTube, Google Analytics, Google Ads, Google Search Console, Facebook Marketing.
- Proposed and worked on Conversion Rate Optimization by setting up measurement framework across the client's website analyzing intent keywords, heatmaps, understanding user journey funnels and performing AB tests with 13% rise in leads.
- Increased user engagement by 8% (pageviews) on blogs by implementing an intelligent next blog suggestion widget utilizing Apriori algorithm resulting in augmented brand value of the client.
- Increased revenue by 10% by identifying lead potential for sales based on user actions on the website by applying Logistic regression model.

## PROJECTS

### • Data Science Job Recommendation

A job recommendation and salary prediction system based on content-based filtering to recommend data science jobs along with the predicted salary having \$9k as the mean absolute error.

### • Webpage Traffic Prediction

Exploratory and time series analysis on 6 years of daily data to predict the number of new users on an academic website using Seasonal ARIMA after data differentiation and Facebook Prophet with RMSE value of 328 as the evaluation metric.

### • Spotify Genre Classification

Explored various audio traits of different genres from the Spotify dataset for the last 50 years and modelled a 60% classification accuracy along with the future that holds for each genre based on the historical trend.

### • Twitter Classification

A sentiment analysis problem to identify the hate tweets by implementing tokenization, stemming and TF-IDF concepts.