Deeksha Singh

[LinkedIn](#) | +1 (857) 300-3498 | deekshasm1998@gmail.com | [Portfolio](#)

EDUCATION

University of Massachusetts, Boston - Master of Science in Business Analytics, Big Data
Coursework - Multivariate Statistics and Regression, Decision Models, Financial Modeling, Big Data Frameworks, Business Intelligence (Tableau and Power BI), Cloud Computing, Database, and Project Management.

University of Mumbai - Bachelor of Engineering in Computer Science
Coursework - Database Management, Data Structures, Machine Learning and AI, Statistics, Data Warehousing, and Data Mining.

WORK EXPERIENCE

Firework TV - Data Analyst   **June 2020 – August 2021**

- Developed and maintained automated 20+ reporting solutions, enhancing executive decision-making by analyzing key business trends and performance indicators.
- Implemented Power BI dashboards for clients for KPI tracking, improving insights; partnered to boost user engagement, resulting in a 20% increase in conversion rates.
- Pioneered ML models and predictive analytics, driving product feature development, resulting in improving team performance metrics; led strategic initiatives, creating custom dashboards for key decisions, leading to a 10% increase in customer acquisition.
- Streamlined data pipelines and ETL processes, achieving an 80% reduction in workload; conducted team training on data tools, resulting in a 50% reduction in report generation time.

Zoho – Data Analyst & CRM Analytics   **January 2020 – May 2020**

- Synthesized and enhanced audience data from Google Analytics, integrating Augmented Analytics within the CRM to drive a 25% increase in audience growth and engagement for newsrooms.
- Led a numerical machine learning team to advance CRM analytics, delivering Descriptive, Predictive, Prescriptive, and Comparative insights critical for strategic financial decision-making.
- Managed and leveraged extensive datasets from the company's product suite, performing Exploratory Data Analysis (EDA) and feature engineering to train advanced models, extracting valuable insights for strategic implementation.
- Conducted in-depth statistical analysis and causation studies, focusing on time-series and regression techniques, which led to a 20% improvement in customer experience.

Tech Mahindra - Data Analyst & Visualization Expert   **May 2019 – December 2019**

- Engineered the integration of automated data sets and reporting dashboards in digital payment solutions, enhancing efficiency in data analysis and reporting, and aligning product features with market needs, resulting in a 20% increase in revenue.
- Spearheaded development and implementation of data-driven solutions, innovating methodologies to improve data quality and reporting efficiency, and managing critical project timelines, resulting in a 30% reduction in project delivery time.
- Pioneered management of complex databases and data warehouses, ensuring accurate data analysis, and proficient use of project management tools for effective tracking and delivery of projects.
- Excelled in software development environments, contributing to robust data solutions through adept use of code management and versioning tools, developing over 100 user-centric visualization dashboards, resulting in a 50% increase in user engagement.

SKILLS

Data Analysis & Science: Python (Pandas, NumPy, Scikit-Learn, SciPy), R, SAS/SPSS, SQL; Statistical Techniques, Hypothesis Testing, Machine Learning Models, Predictive Analytics, KPI Tracking, D3.js
Business Intelligence & Visualization: Tableau, Microsoft Power BI, Looker, Google Data Studio, Jupyter Notebook; Data Insights, Product Metrics, Data Reporting, MS Excel (Pivot Tables, VLOOKUP, Macros)
Cloud Computing & Data Management: Snowflake Database, AWS Cloud Services (S3, Redshift, Lambda); Data Pipelines, ETL Data Engineering, Livestreaming Data Analysis, Ad-Hoc Analysis
Project Management & Strategy: Product Features Development, Forecasts, Executive-Level Goals; Business Strategy, Projections, Agile methodologies (Scrum, Waterfall)

DATA SCIENCE PROJECTS

- Mental Health in Technology Industries Study: **Tableau, Data Analytics, Ethnographic Research.**
  Analyzed OSMI 2019 survey data on tech workplace mental health using Tableau, identifying that 84% of respondents found support inadequate and 70% experienced mental health issues, highlighting a need for better provisions and discussions.

- Pathogen Detection | Salmonella Enterica: **Python, Clustering Algorithms, Genomic Data Analysis, Research.**
  Executed advanced research using Python and clustering algorithms on genomic data to analyze transmission chains and antimicrobial resistance, aiding in public health interventions and drug development.

- California Campus Crime Data Visualization: **D3.js, JavaScript, HTML, CSS, Python**
  Created an interactive D3.js dashboard visualizing 2015 California campus crime data and law enforcement employment using FBI UCR data, highlighting crime types and trends to provide insights into campus safety.