

# Aakanksha Jaiman

Bothell, WA - Email me on Indeed: [indeed.com/r/Aakanksha-Jaiman/879127c7b505874e](https://www.indeed.com/r/Aakanksha-Jaiman/879127c7b505874e)

Authorized to work in the US for any employer

## WORK EXPERIENCE

### Data Scientist

KALKI SOFTWARE PVT. LTD - Jaipur, Rajasthan - January 2013 to December 2013

Implemented K-Means Clustering and Hierarchical Clustering algorithms for RMF analysis in order to understand customer

consuming behaviours. This helped our client to revise their marketing strategies and increased sales by 40%.

- Developed personalized programs recommendation for viewers with Machine Learning algorithms, including Collaborative

filtering and Gradient Boosting Tree. This helped business to add ~500 new customers in a month.

- Used Python (numpy, scipy, pandas, scikit-learn, NLTK) to develop variety of models and algorithms for analytic purposes

including Generalized Linear Model, SVM, Random Forest, Boosting, K-Fold Cross Validation and Neural Network which in return helped our clients to take better business decisions.

- Through predictive analysis helped an NGO customer in identifying supporters for a petition. This analysis also helped them to identify the best places and times for organizing fundraising drive in city.

### Used SAS and SAS Miner

CREATIVE INFOVISION PVT. LTD - Jaipur, Rajasthan - July 2011 to January 2013

Data Analytics

Jaipur, India July 2011- Jan 2013

- Helped customer in cleaning-up old unstructured legacy database by performing data integrity checks, data cleaning, exploratory

analysis and feature engineer using Python 3.5. Utilized SQL to extract data from Oracle and prepared data for analysis.

- Designed dashboards with Tableau 9.2 and provided complex reports, including summaries, charts, and graphs to interpret

findings to team and stakeholders.

- Used SAS and SAS Miner to implement different machine learning algorithms including Logistic Regression, Decision Tree,

SVM, Random Forest, Boosting and Neural Network.

## EDUCATION

### MS in Analytics in EDUCATION

Dakota State University - Madison, SD

2017

### MBA

International School for Informatics and Management - Jaipur, Rajasthan

March 1985 to 2012

## SKILLS

algorithms (2 years), Boosting (2 years), Machine Learning (2 years), Neural (2 years), Neural Network (2 years)

## ADDITIONAL INFORMATION

### TECHNICAL SKILLS:

- Machine Learning Algorithms: Linear regression, Naive Bayes, Logistic regression, LDA, SVM, CART, Random Forest, Boosting, K-means clustering, Hierarchical clustering, Collaborative Filtering, Neural Network
- Statistical Analysis Programming Language: R, Python (numpy, scipy, pandas, beautiful soup, scikit-learn, NLTK)
- Spark Framework: SparkSQL, MapReduce, Pyspark, Mllib
- Relational Database: Oracle, SQL Server
- Data Visualization: R-ggplot2, Python-Matplotlib
- Analysis Tools: SAS, Tableau, Cognos Insight, MS Excel