

# Mehul Gupta

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## EDUCATION

### University of Maryland, Robert H. Smith School of Business

College Park, USA

Master of Science (M.S.) Information Systems (GPA: 3.8/4.0)

Aug 2021 – Dec 2022

Relevant Coursework: Data Mining and Predictive Analytics, Big Data and Artificial Intelligence for Business, Data Models and Decisions, Database Management Systems, Data Visualization and Web Analytics, Applied Finance Information Systems, and Project Management

### Manipal University Jaipur, Department of Engineering

Jaipur, India

Bachelor of Technology (B.Tech.) Computers and Communication Engineering

Jul 2017 – May 2021

## EXPERIENCE

### TuneIn (Audio Streaming Platform)

San Francisco, USA

#### Data Science Intern

Jun 2022 – Present

- Built text classifiers using **nltk**, **sentence transformers**, and **BERT** to cluster similar podcasts and extract key topics from transcripts, enhancing discovery of podcasts based on trending topics, reducing drop off in user funnel and improving personalization by 5%
- Implemented ML models for strategic placement of mid-roll audio advertisements, increasing revenue from ads by 20%
- Collaborated with user research team to generate ad-hoc **SQL** reports of customer review data, reducing **customer churn** by 7%

### Humit (Music Discovery Platform)

Bangalore, India

#### Business Analyst

May 2021 – Jul 2021

- Developed and led implementation of product roadmap for the platform, leveraging customer insights using **Agile-DevOps**
- Automated day-to-day processes using bots and web crawlers, enhancing employee productivity by 30%
- Analyzed methods to create efficient database schemas through **UML** diagrams and **ERD's**, reduced **SQL** query time by 20%
- Documented requirements, researched growth strategies, identified **user pain points**, recommended new product features, and analyzed feasibility increasing user satisfaction rate by 80%

### ColoredCow Consulting Pvt. Ltd. (Business Consultancy)

Gurgaon, India

#### Software Engineer

Jan 2021 – Apr 2021

- Developed web platforms through agile **SDLC** methods, delivering projects to clients in 50% of the estimated time
- Designed database architecture using **MySQL** to incorporate data of 40,000 users, providing them access to online education
- Coordinated with multiple stakeholders and designed **go-to-market** strategy, increasing customer acquisition by 40%

## PROJECTS

### Exploratory and Predictive Analysis – Kickstarter

- Performed data cleansing, preprocessing, and exploratory analysis on 100,000 project campaigns & 58 feature variables using **R**
- Executed logistic regression, decision trees, Random Forest, and **XGBoost** to predict project success, achieved 92% accuracy

### Exploratory and Predictive Analysis – Recommendation System (Spotify)

- Performed **data wrangling** on dataset with 1 million playlists and obtained metadata by making **API** calls, following REST principles
- Executed K-NN to recommend playlists based on users' listening habits using **Python**, enabling strategic user personalization

### Database Management System – Restaurant Reviews (Starbucks)

- Designed an **ER model**, relational model, and implemented **normalization** to create database for storing customer information
- Generated visualizations using **Tableau** dashboards and stories to track customer traffic and improve staff allocation strategy

### Data Analysis – World Bank Data

- Analyzed, filtered, and aggregated world development indicators using pivot tables, VLOOKUP, and other advanced **Excel** functions
- Generated visualizations and designed dashboards using **Tableau** to effectively represent gender gap across various indicators

## SKILLS

- Tools:** Jupyter Notebook, R Studio, Databricks, Tableau, Google Analytics, MySQL, SQL Server Management Studio, AWS (S3, EMR, Redshift), PySpark, Hadoop, Docker, MS Office Suite, Lucid Chart, Github, Postman, Jira, Confluence, ProjectLibre
- Programming Languages:** Python (numpy, pandas, BeautifulSoup, nltk, scikit, keras, TensorFlow, BERTopic, ahocorasick, umap, SentenceTransformer, seaborn, matplotlib, plotly), R (dplyr, ggplot, ggplot2), Pig, Hive, C++, JavaScript, HTML & CSS
- Statistical/ML Techniques:** Hypothesis Testing, Confidence Interval, Linear Regression, Logistic Regression, Decision Trees, Random Forest, Naïve Bayes Model, KNN, K-Means, Word2Vec, Transformers, Bagging and Boosting

## LEADERSHIP EXPERIENCE

### University of Maryland, Graduate Teaching Assistant (Essential Data Skills for Business Analytics using Python)

Jan 2022 – May 2022

- Led discussion sessions on topics like data models, logistic regression techniques, and higher-level statistical modeling

### The Indian Music Diaries, Community Manager

Jul 2020 – Jun 2021

- Introduced and launched an online platform for a music editorial and secured engagement of 5000 members