MOGHAL SHEEBA

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EDUCATION

Georgetown University **July 2023 - August 2025**
Master of Data Science and Analytics

Indira Gandhi National Open University **July 2022 - June 2023**
Post Graduate Diploma in Applied Statistics

SRM University-AP, School of Liberal Arts & Social Sciences **June 2018- June 2021**
Bachelor of Economics, Minor in Mathematics | GPA 4.0/4.0
Honours: Valedictorian, 50% Merit Scholarship, 1st place for Research Day (2021) for undergraduate thesis

PROFESSIONAL EXPERIENCE

Academic ML Developer and Technical Writer | *Freelance* **Aug 2022- Aug 2023**
• Leveraged machine learning/deep learning systems and predictive models to create solutions for answering clients' questions along with researching and implementing AI/ML algorithms for their POCs.
• Modelled on optimising, investigating existing ML/DL frameworks according to the client's needs.
• Collaborated with my principal freelancer with two stealth-mode start-ups for where the work was focused on dealing with imbalanced data, for initial data pre-processing, feature extraction and model implementation techniques that assisted in expedited execution.

Machine Learning Intern | *Ignitus (Part-time)* **Jul 2022- November 2022**
• Integrated the LMS (Learning Management System) for the learner and intuitive user experience by executing customer segmentation and performing sentiment analysis to identify e-learning disengagement, improved model by 10% in the initial development phase.

Project Collaborator | Scibiscus India *(Volunteer)* **Jun 2022- Aug 2022**
• Contributed to their 'Scibiscus Plus' product advancement for their Customer Support Engine project by developing a chatbot using the Chatterbot library with a model accuracy of 0.78 in the first stage.
• Participated in the joint effort build a Recommendation system based on content-based filtering system for an e-commerce website with an RMSE of 0.059

Business Analyst | *Chill Air Engineering* **Jan 2022- Aug 2022**
• Participated in data preparation and worked with the Sales team on data-driven tasks such as A/B testing, advertisements, retention, and price research, resulting in a 20% increase in sales.
•Developed and deployed a Recommender System for air-conditioning model, using a hybrid-based filtering system combining content-based and collaborative based filtering system in addition to TF-IDF vectorizer that reduced the AC model selection time by 25%.

Research Intern| *The Strategist* **July 2021- January 2022**
• Curated data using Seaborn and Plotly for engaging graphs and charts for 5 VC client's pitches and sales deck creation resulting in a 15% higher engagement rate with the investors
• Facilitated the evaluation by maintaining a database of 2000+ companies, analysing historical data, funding, operations, and newer opportunities and threats influence strategic decisions for portfolio companies.
• Compiled 7 reports, summaries, and documentation for both internal and external stakeholders of the company during deal flows

PROJECTS

• **Employment Interview Status Prediction:** Applied SVM, Gradient Boost and Random Forest to predict the qualification of potential employee for second round. Awarded the 4th position amongst 40 people for the Imarticus Data Science Hackathon with 92% Accuracy.
•**Customer Segmentation using RFM Analysis:** Instigated clustering using K-Means, and DBSCAN into four groups with 0.58 and 0.45 silhouette scores.
•**Cryptocurrency Volatility Prediction**: Forecasted the volatility of Monero, Ethereum and Litecoin using GARCH, AGARCH, and TARCH models to predict the It is seen that best model usage prediction was dependent on digital currencies, achieving RMSE between 0.15 to 0.10.
• **Polarity Detection Using Sentiment Analysis for Twitter:** Implemented NLTK for pre-processing and several ML/DL algorithms like CNN, RNN, LSTEM, Naïve Bayes, Gradient Boosting to assess the significance of sentiment polarity in Twitter data. CNN performed the best with 0.89 accuracy.

PUBLISHED WORKS

•Pandey, G., Moghal, S., Barodia, R., & Carey, W. (2022). COVID-19 and Its Effects on the Mental Health of People Living in Urban Slums in India. Journal of Information & Knowledge Management, 21(Supp01), 2240003. https://doi.org/10.1142/S0219649222400032

ADDITIONAL INFORMATION

Certifications: KPMG Data Science Prodegree
Computer: Python, R, SQL, MATLAB, Tableau, PowerBI, SPSS, STATA
Languages: Telugu (Native), Hindi (Native), English (Fluent)
Libraries: Pandas, NumPy, Matplotlib, Seaborn, TensorFlow, PyTorch, Keras, NLTK, BeautifulSoup