

OSHEEN GUPTA

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EDUCATION

Master of Science - Business Analytics (Data Science) (GPA- 3.8) - California State University, East Bay	Dec 2025
MBA (Marketing) (GPA- 3.6) - IMT Hyderabad	Mar 2020
Bachelor of Engineering (Civil Engineering) (GPA- 3.29) - Mediacaps Institute of Science & Technology, Indore	Jun 2016

EXPERIENCE

Data Science Analyst Qlikmatrix Delhi, India	Sept 2022 – Oct 2023
<ul style="list-style-type: none">A/B testing: Improved Google and Amazon ads performance through A/B testing on ad assets, which helped in increasing CTR and reducing CPC leading to an increase in ROI by 14%.Time-series forecasting: Forecasted ad sales trends using the ARIMA model in Python, optimizing promotions and campaigns timing, leading to a 27% reduction in ad spend while maintaining effective market reach.Statistical Analysis: Segmented customers by behavior and demographics using K-means clustering in Python to optimize campaigns, improving ROI by 14%.BI Dashboard: Developed Tableau dashboards to visualize ad performance, enhancing tracking efficiency and supporting data-driven decision-making.	
Data Analyst Amazon Bangalore, India	May 2020 – Nov 2021
<ul style="list-style-type: none">Leadership: Assisted a team of 20 associates to prevent fraud, by identifying fraud patterns and implemented corrective strategies, saving over USD 125K annually.Predictive Modelling : Identified key customer details in fraud patterns using logistic regression, enabling associates to take more accurate actions, leading to a 22% increase in fraud detection accuracy.Data Analysis & Automation: Assisted in creating an automated workflow tool by analyzing one year of historical data, guiding associates to take correct actions, reducing bad debt by 16%, and increasing productivity (speed) by 10%.Business Intelligence: Created Tableau dashboards for weekly reports, delivering actionable insights to leadership.	

PROJECTS

Companio – HackHayward Winner - Best use of Perplexity/Sonar [GitHub/DEVPOST]
<ul style="list-style-type: none">Created an AI voice journaling system that feels like a real conversation. Summarizes the highlights from user's day using Perplexity and stores them in Google Sheets.
CourtIQ – Women in AI RAG Hackathon Stanford University Winner - 2 nd place [GitHub/Article]
<ul style="list-style-type: none">Built an AI legal assistant with RAG, Milvus, and LLama to simplify legal research. Helps users understand legal precedents and find relevant case information faster.
Crop Variety Prediction Datathon 1.0 at CSUEB 2 nd Runner-up [GitHub]
<ul style="list-style-type: none">Built Random Forest/XGBoost models to predict optimal plant varieties using soil, climate, and environmental data, improving yield and resource efficiency (80% accuracy).Executed SQL data extraction, Tableau visualization for EDA, and Python-based pipeline (Pandas, Scikit-learn) for cleaning, feature engineering, and modeling.
Predictive Modeling on Loan Approvals CSU Business Analytics Competition [GitHub]
<ul style="list-style-type: none">Developed a machine learning pipeline leveraging Random Forest and LightGBM, achieving 99.9% recall through threshold optimization and cost-benefit analysis.Enhanced loan risk predictions by identifying at-risk applications with high precision.
Data Science Job Market Analysis [GitHub]
<ul style="list-style-type: none">Scraped 1,200+ data points using Selenium, applying text mining for data preparation and predictive modeling.Developed regression models (linear regression, decision trees) predicting data science salaries with 97.5% accuracy.

RESEARCH

OSCAR Research Scholar California State University, East Bay [Badge]	Oct 2024- Present
<ul style="list-style-type: none">Analyzed 250+ AI startups through literature review and data analysis to understand emerging technologies impact on employment trends across regions.	

SKILLS

Technical skills: Python, SQL, R, Tableau, Power BI, Advanced MS Excel, Gurobi, LangChain, Retrieval-Augmented Generation (RAG), Hadoop, Hive, Pig, Spark, AWS (EC2, S3, Redshift), Azure.

Soft skills: Project Management, Stakeholder Management, Public speaking

Courses : Data Analytics, Data Engineering & Business Intelligence, Big Data Technology, Optimization for Analytics, Machine Learning, Database Management, Statistics, Text Analytics & Generative AI and Time Series Analytics, Time Series Analytics.

Certifications : Intermediate Machine Learning by Kaggle, Six Sigma Green Belt certification by KPMG