PAYAL SAMANTA

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EDUCATION

University of South Florida, Tampa, FL: Muma College of Business   GPA: 4.0
Master of Science in Business Analytics and Information Systems, Dec 2024
Relevant Coursework: Data Science for Business, Analytical methods for Business, Database management, Data Visualization,
System Analysis and Design, Cloud Solution Architecture, Financial Modelling and Analytics, Big Data for Business.

EXPERIENCE

JAVATPOINT: Remote   Jun 2022 – Aug 2023
Technical Developer –Part Time
- Creating and presenting customer-oriented reports, such as the Executive Business Review, explaining the need for Javatpoint's value and building better relationships with clients; thereby increasing clients' satisfaction by 20%. Conducted stakeholder meetings with over 50 participants to elicit requirements.
- Accomplished in-depth analysis as well as creation of initial internal and external reference documents. Created functional on-demand reports and **dashboard using Power BI, MS Excel, google sheets and Canvas resulting in a 15% improvement in data accessibility.**
- Employed stored procedures and complicated SQL queries to sift and analyze data gathered from courses sold, feedbacks, and marketing as well as others; the result led to higher customer retention by 10% adding an estimated $2 million.
- Conducted detailed analytical and data investigations into Javatpoint user data to optimize engagement with the platform, which resulted in a 10% increase in user engagement.
- Supervised a team of 10 people working on content search to provide technical articles and achieved a demonstration of a 30% increase of website traffic.
- Deployed an orientation program that was effective in cutting the time that was taken to onboard new employees to half.

COMMVAULT: Bangalore, Karnataka   Feb 2022 – July 2022
Associate Developer- Full Time Internship
- Implemented Selenium with Python to create developed automated scripts and test cases to cover user scenarios to minimize a manual effort by 20%, which is roughly 80 man hours per quarter.
- Assisted in the sprint planning by coming up with the user stories and automation scenarios thus directing testing towards the agile development patterns that sought to improve on time usage.

PROJECTS

Flight Delay Prediction Using Spark ML   **Spring 2024**
    Team Apogee- Bigdata Project- https://www.youtube.com/watch?v=AY-Wuo8UCfg
- Collected and understood the datasets(5gb). Identified Binary, Numerical and Categorical Columns and applied EDA accordingly.
- Worked on Feature Engineering and simplified the process using statistical modeling techniques. For instance, applied Principal Component Analysis (PCA) to reduce the dimensionality of the dataset.
- Handled the data ingestion process alongside my fellow teammates which involved setting up Kafka on local machine, and building the pipeline to stream data from Kafka to Spark.
- Predicted the results in metrics like F1 score, Recall, ROC-AUC, gradient boosted trees demonstrated highest predictive performance.

Full stack business application development using MVC frameworks
- Created a Business oriented data- driven responsive website over MVC Framework, created data model using UML(MS Visio).
- Created Models, Views, and Controllers as per the Business (MoonMax Broadband Company)
- Leveraged Razor Components, JavaScript, Http File, Style Sheet, JSON etc
- Showcased visualizations on customer analytics and usage of Chart.js for Data Analysis with the data generated the website.
- Led a team of six persons, Managed and delivered a responsive CRUD web application for Broadband firm on Azure applications using dot NET MVC framework in Visual Studio with help of the site, providing its clients the opportunity of appointment scheduling and cancellation.

AWS Redshift ETL Project Advanced Database Management - Final Project)   **Fall 2023**
- Led end-to-end Adidas sales dataset analysis using AWS Redshift, orchestrating seamless data upload to AWS S3.
- ETL pipeline - Designed and executed efficient ETL processes, applying advanced analytical models for insights.

SKILLS AND CERTIFICATIONS

- Technical core skills- Python, SQL, power bi, MS Excel, Microsoft Office Suite.
- Certified in Microsoft Azure AZ-900 (Azure) and notable work at Microsoft hackathon - Link
- Certification in Accenture north America - data analytics and visualization.

ACHIEVEMENTS

- Awarded a $25,000 merit National scholarship by the Telangana Board of Education for the year 2023.
- Achieved a score of 326/ 340 in Graduate Record Exam (GRE) with perfect score in Quant 170/ 170.

TECHNICAL SKILLS

- **Core Skills:** Python, Java OOP's, Database Management SQL, Microsoft Azure, Basic Data Structures and Algorithms, R
- **Data Analytics/ Data Science:** TensorFlow-Keras [Neural Networks (MLP Classifier), Deep NN's (Multi-layer perceptron and back propagation), Convolutional NN, Recurrent NN's Times Series (LSTM, GRU), Scikit Learn (SVM, Decision Trees, Regression, Gradient Descent, Ensemble), Autoencoders & GAN's, Statistics, Natural Language Processing, Text Mining, Deep Learning, SpaCy, tf-NLP, NLTK
- **Others:** Tableau, Power bi, Power Automate, Git, Microsoft Office Suite (MS Excel, MS Power point, Outlook), C# (ASP .NET) Visual Studio 2022