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SUMMARY

- Data Scientist with 4 years of experience in machine learning, data analytics, and A/B testing and 7 years of comprehensive experience in the tech industry.
- Proficient in Python, R, SQL, Tableau, Scikit-Learn, and StatsModels.
- Skilled at actively driving significant business impact, mentoring junior data scientists, and identifying data-driven opportunities proactively

EXPERIENCE

Data Scientist, Customer Behavior Analytics Team

July 2021 - Present

TechFusion Analytics

- Implemented a churn prediction model using logistic regression and random forest, reducing customer churn by 15% and retaining **\$5M in annual revenue**.
- Worked with cross-functional stakeholders, product, and engineering to **hypothesize and conduct A/B testing** for website features using SQL and Python, which increased user engagement by 20% and conversion rates by 12%.
- Acted as a **tech lead for the project** with a team of 3 data scientists, developing a **customer LTV model** using R and SQL, enabling targeted marketing strategies, and increasing average customer LTV by 18%.
- Performed **deep-dive analysis** on customer usage patterns with R and Pandas, identifying key trends that led to a **20%** improvement in product retention.

Senior Product Analyst, Revenue Team

May 2020 - July 2021

Finance Solutions

- Conducted **A/B testing** for new product features using Python and SQL, resulting in a **15% increase** in user engagement and a 10% lift in conversion rates.
- **Single-handedly** designed and implemented comprehensive Tableau dashboards to monitor **\$150M in revenue**, reducing reporting time by 50% and significantly enhancing the speed and accuracy of data-driven decision-making.

Graduate Research Assistant, Analytics

Aug 2018- Apr 2020

Software Test Engineer, TCS, India

May 2015- July 2018

SKILLS

- **Programming Languages:** Python, R, SQL, C#
- **Data Manipulation & Visualization:** Pandas, NumPy, Matplotlib, Seaborn, Plotly, ggplot2, Tableau, Looker
- **Functional Expertise:** Metrics Definition & Tracking, A/B Testing & Design, Stakeholder Communication
- **Statistics & Machine Learning:** Logistic Regression, Linear Regression, Clustering (K-Means), Principal Component Analysis (PCA), Scikit-Learn, StatsModels, XGBoost, Random Forest, Decision Trees
- **Tools & Cloud Platforms:** Jupyter Notebooks, DataBricks, RStudio, Git, AWS, Google Cloud Platform

ACADEMIC PROJECT

Astrology & Numerology Data Analytics and Prediction

- Curated a dataset of prominent figures across professions using Scrapy, focusing on zodiac signs/numerology. Applied Logistic Regression, Random Forest & K-means clustering to predict professions based on zodiac/numerology.
- Identified correlations between predicted and actual professions using visualizations in Seaborn, developing insights that showcase the relationship between zodiac signs/numbers and professions, enhancing interpretability.

EDUCATION

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Aug 2018 - Apr 2020

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Bachelor of Technology, Computer Science

Sep 2011 - May 2015

Jawaharlal Nehru Technological University, India

CERTIFICATIONS & ACHIEVEMENTS

- Six Sigma Green Belt Certification - American Society for Quality (ASQ), 2022- for proficiency in statistical analysis
- 2nd Runner-Up, "Hack Your Future" Hackathon - Dell- for creative problem-solving using predictive modeling.

Today, I'm sharing all the below knowledge I've collected over the years on building standout resumes, especially from my experience as a hiring manager in Silicon Valley Tech.

Part 1: Knowing the Why Behind Your Resume/
Tips

Part 2: Summary - Purpose & Structure

Part 3: Experience

- Title vs. Company
- Order of Roles
- Order of Bullet Points
- Relevance
- Additional Tips

Part 4: Skills

Part 5: Projects

Part 6: Education

Part 7: Certifications & Achievements

Knowing the Why Behind Your Resume

Before you start building your resume, it's crucial to understand its purpose. Your resume is not just a list of your job history and skills—it's a strategic tool to showcase your qualifications and make a strong impression on potential employers.

Knowing Your Audience

To create an effective resume, you need to understand who will be reading it:

Recruiters: They sift through hundreds of resumes, looking for key qualifications and standout achievements that match the job description.

Hiring Managers: They are concerned with finding the right fit for their team and meeting the needs of their stakeholders. They review your resume to see how you can contribute to their specific goals and challenges.

Overall Tips

Making a Strong First Impression

When someone scans your resume, the content in your summary, the bolded parts in your experience, projects, skills, education, and certifications should immediately catch their attention.

These elements should be compelling enough to encourage them to delve deeper into your resume.

Design

A one-page resume should be clean and uncluttered, not busy. Pay attention to font size, spacing, bullet points, and alignment to ensure everything looks neat and professional. Don't rush the design - consider it a long-term investment in your career.

Format Consistently

Ensure a consistent format for all entries to maintain a clean and professional appearance.

Overall Tips

Structuring Your Resume

Your resume structure is crucial to ensure the most important information is seen first:

Header: Clear and professional personal details.

Summary: Include if you have 4+ years of experience or something unique to say.

Experience: Showcase your impact and contributions (most important section).

Skills: Highlight relevant technical and soft skills.

Education: Especially important for recent graduates.

Certifications and Achievements: Add if space allows for additional credibility and to show professional growth.

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Purpose:

The summary section is your elevator pitch. Imagine you have 30 seconds to 1 minute to talk about yourself to a hiring manager for the role you are interested in. What would you tell them before they get off in a few floors?

Structure:

Years of Experience: Specify the total years of relevant experience.

Technical Skills: List the primary skills and tools you are proficient in.

Core Competencies: Highlight what you are really good at.

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Structure (continued..) :

Domain Expertise: You can add your specific field of experience or domain expertise if you are applying to a related domain, like Trust & Safety. If not, skip it to keep your resume more generic.

Customization: Change this section for different types of roles, such as Data Science - Product, Data Science/ML, Data Engineer, etc.

Experience

EXPERIENCE

Data Scientist, Customer Behavior Analytics Team
TechFusion Analytics

Title vs. Company:

Determine Brand Value: If your job title (e.g., Senior Data Scientist) has more recognition than the company, place it before the company name. Conversely, if the company (e.g., Google) is more prestigious, highlight it first.

Think of this as what catches the eye first, and arrange content in order of importance

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Bullet Points:

Structure: Each bullet point should have the task, technical details and **IMPACT** to provide context and impact.

Verbs: Use strong action verbs to describe your responsibilities and achievements (e.g., implemented, developed, optimized, led, analyzed).

Numbers and Special Characters: **In the sea of alphabets, numbers and special characters stand out!** Include quantifiable metrics (percentages, dollar amounts) and special characters to draw attention and add credibility to your accomplishments.

Bold Impact and Technical Skills: Highlight key results and relevant technical skills to ensure they stand out.

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Relevance:

Tailor Content: Adjust the length and detail of each role based on its relevance to the job you are applying for. Focus more on data science-related roles and provide less detail on unrelated positions.

In the example, I just listed the title and timeline for Software Test Engineer and not the details as they are not relevant to the data scientist role.

Mutual Exclusivity: Ensure that your experience sections do not overlap excessively. Each role should highlight different skills and achievements, showcasing a diverse skill set.

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Additional Tips:

Avoid Flowery Language: Be specific and concise. Avoid generic statements and focus on concrete achievements.

Focus on Impact: Always highlight the impact of your actions. Use metrics to show how your contributions benefited the company.

Technical Skills: Mention specific tools and technologies you used in each role to demonstrate your hands-on experience.

Skills

SKILLS

- **Programming Languages:** Python, R, SQL, C#
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- **Functional Expertise:** Metrics Definition & Tracking, A/B Testing & Design, Stakeholder Communication
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- **Tools & Cloud Platforms:** Jupyter Notebooks, DataBricks, RStudio, Git, AWS, Google Cloud Platform

Relevance: Highlight skills relevant to the job you are applying for.

Add Functional skills like above when applying for Data Science - Product role.

Authenticity: Be authentic and ensure you can back up each skill with an example of its application.

Avoid Overloading: Do not list every skill under the sun. Focus on the most relevant and significant ones.

Projects

ACADEMIC PROJECT

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- Identified correlations between predicted and actual professions using visualizations in Seaborn, developing insights that showcase the relationship between zodiac signs/numbers and professions, enhancing interpretability.

Selection Criteria: Choose projects that showcase either advanced tech, creativity, or significant impact.

For example, the above project is creative , and intriguing.

Description:

Objective: Briefly describe the project's objective.

Tools & Methods: Mention the tools, technologies, and methodologies used.

Results: Highlight the outcomes and insights derived from the project.

Link: Include links to GitHub repositories  presentations  or any other relevant resources.

Education

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Degree and Major: List your degrees and majors.

Institution: Name of the university or college.

Dates: Duration of the study.

Brand Value: If the degree has a better brand than the university, list it first, and vice versa..

Certifications & Achievements

CERTIFICATIONS & ACHIEVEMENTS

- Six Sigma Green Belt Certification - American Society for Quality (ASQ), 2022- for proficiency in statistical analysis
- 2nd Runner-Up, “Hack Your Future” Hackathon - Dell- for creative problem-solving using predictive modeling.

Certifications: List relevant certifications that showcase your proficiency in specific skills or tools. List name of certification, org that issued it, briefly mention role of certificate for the role you are applying

Achievements: Highlight notable achievements, such as awards, hackathon wins, or any other recognition relevant to your field.. List - Title, context and timeline

Additional Tips:

Be Selective: Only include certifications and achievements that are relevant to the job you are applying for.

Prioritize: List the most prestigious or relevant certifications and achievements first.



Sravya Madipalli ✓

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