

# SHUBHAM AJAY JAIN

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## SKILLS

**Programming:** Python, R, SQL, PySpark, PyTorch, Scala, Go, LookML, Java, JavaScript, C++, XML, JSON, HTML.

**Databases:** MySQL, PostgreSQL, SQL Server, NoSQL, BigQuery, MongoDB, Neo4j, Snowflake, Redshift.

**Machine Learning:** Regression, Classification, Clustering, KNN, XGBoost, Random forests, TensorFlow, NLP.

**Technologies:** Tableau, Power BI, SAP BusinessObjects, Looker, QlikSense, GCP, Azure, AWS, Salesforce, Databricks, Hadoop, Spark, Hive, Kafka, SAS, Airflow, Jira, Git, Google Analytics, Excel, PowerPoint, TensorFlow.

**Statistics:** A/B testing, hypothesis testing, statistical modeling, predictive modeling, forecasting, casual inference.

## PROFESSIONAL EXPERIENCE

**Wayfair, Boston, MA**

### Technical Data Analyst

**Jul 2023 - Present**

- Conducted A/B tests and made recommendations for discount indicators in US, UK, Canada, and Germany sales elevating the **Click Through Rate by 5%** for the Wayfair Organic marketing team.
- Implemented python scripts using **GPT-4 APIs** to generate titles, subtitles and descriptions for Organic search results, optimizing the process and creating better visibility for the brand.
- Designed ETL pipelines for Microsoft Advertising Data using Python, Airflow, BigQuery, and dbt, enabling stakeholders to make access real-time data to make informed decisions on performance marketing strategies.
- Implemented an advanced XgBoost algorithm to predict revenue at site visit level in real time, optimizing the Paid Search bidding strategies.
- Deployed Automated targeting algorithm on the Bing PLA channel (tROAS), enabling **Profits(+2.8%)**, better visibility (**Visits +6%**), and overall ease of management **saving 12 Analyst hours/ week**.
- Consolidated Multiple data sources across the organization in Big Query to create an Executive Dashboard in Looker, enabling bird's eye view of Performance Marketing.
- Account Manager for Wayfair US Bing Ads, managing **~\$8M/week** spend and generating **~32M** in revenue.

### Technical Analyst Intern

**Jun 2022 – Aug 2022**

- Deployed Divisive Clustering using **PCA & K-means** in Python to effectively map marketing category assignment of products, driving revenue growth by **3.4M/year**.
- Wrote a Google AdScript using JavaScript to automate data flow between Google Ads and BigQuery and reduce the data latency by **24 hours**.
- Implemented an automated Python script to classify irrelevant search queries for the business to eliminate **\$1.2M** of unprofitable spend.

**AlgoJi, Mumbai, India**

### Data Engineer

**Aug 2020 – Jun 2021**

- Used NodeJS and PostgreSQL to build Authentication, Data Transaction, and Payment Gateway services for a talent marketplace.
- Developed a Customer Relationship Management solution to improve user support for **~150000** users, reducing issue resolution time by **180 minutes**.
- Deployed a Machine Learning Text Classification and forecasting solution on AWS to analyze application logs for efficient error resolution, improving Time-in-App(**24 minutes/daily**).

## PROJECTS

### Monte Carlo Simulation

- Developed and implemented a Monte Carlo simulation using Python and NumPy to optimize gym layouts, improving space utilization and user flow efficiency.
- Designed custom data structures and methods using OOP to simulate and analyze interactions of diverse user profiles within the gym environment.
- Conducted extensive simulations and optimization analysis, successfully identifying the most efficient gym layout.

### Automated F1 Data Ingestion & Analysis

- Architected and automated Azure Data Factory pipeline, utilized REST API for F1 streaming data ingestion (ETL), transformation with Databricks, and scheduled execution, ensuring timely and accurate data for analysis.
- Unveiled insights into F1 driver performance, team strategies, and race dynamics through Power BI dashboard, empowering data-driven decisions for competitive advantage.

### Harvard Business Review Case, Project Manager

- Managed a team of 6 consultants to help COSTCO with their international expansion opportunity plan.
- Performed market research, competitor analysis, and industry trend analysis to identify high-impact market improvement opportunities, resulting in 15% membership growth projection.
- Developed data-driven market entry and presented business strategies using Excel, prioritizing high-impact initiatives to enhance client market positioning across the globe.

## EDUCATION

**University of Illinois at Urbana-Champaign, United States**

**Aug 2021 – May 2023**

### Master of Science in Information Management

**(GPA: 3.73/4)**

Relevant Courses: Statistical Models, Data Warehousing and Business Intelligence, Machine Learning and Artificial Intelligence, Information Consulting

**D. J. Sanghvi College of Engineering, University of Mumbai, India**

**Aug 2016 - Oct 2020**

### Bachelor of Engineering in Information Technology

**(CGPA: 9.44/10)**

Relevant Courses: Database Management, Data Structures & Algorithms, Data Mining, Big Data, Software Engineering with Project Management