

SAIYAM SHAH

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🌐 [My Portfolio](#)

EDUCATION

McCombs School of Business, The University of Texas at Austin

May 2024

Masters of Science in Business Analytics / GPA: 3.5/4.0

Coursework: Advanced Marketing Analytics, Demand Analytics, Social Media Analytics, Advanced Machine Learning, Optimization, Analytics for Unstructured Data, Unsupervised Learning

K.J. Somaiya College of Engineering, University of Mumbai

May 2021

Bachelor of Technology - Electronics and Telecommunication Engineering

SKILLS

Languages: Python (Pandas, Numpy, Sklearn, Seaborn, Keras, Pytorch, Tensorflow, Pyplot, Matplotlib), SQL, R

Cloud Technologies: Amazon Web Services (AWS), Google Cloud Platform (GCP), Braze

Database: MySQL, PostgreSQL, Firebase, Cloud SQL, BigQuery, Neo4J

Business Intelligence: Looker, Looker Studio, Tableau, Kibana, Gephi

Technologies/Frameworks: Excel (XLSTAT, Analysis Toolpak, Solver), PowerPoint, Git, Selenium, Gurobi, HTML

EXPERIENCE

Braze | *Capstone Project, Austin, Texas*

January 2024 - May 2024

- Develop a data model by which Braze can measure channel effects on driving a core customer metric, purchases
- Setup a data platform by migrating 27GB data to GCP's Big Query for data wrangling, feature engineering and data analysis
- Built Looker dashboards which concluded that emails had an engagement time of 108 mins, capturing 72% of inorganic traffic
- Recommended Braze to focus on organic traffic, which comprised 37% of total interactions

Quantiphi Analytics | *Business Analyst, Mumbai, India*

May 2021 - May 2023

- Generated a revenue of over \$2 million by providing Data Warehouse modernization and BI solutions on GCP
- Led a team to analyze delivery performance & revenue with respect to staffing and delivery engagements
- Developed TCO estimation calculators for modern Dashboarding tools - Tableau, Power BI, Looker and Qlik
- Collaborated with the technical team to create data architectures, RFPs, and technical design documents for clients
- Initiated projects with Louis Vitton, Tiffany and Zebra executives to develop brand strategy worth \$10 million

Railofy | *Data Scientist, Mumbai, India*

January 2021 - May 2021

- Automated a module of cleaning and merging 6 files with multiple datasets to reduce the TAT from 7 days to 12 seconds
- Built a statistical model to calculate 23 probabilities on data from AWS & onprem database, to set profitable ticket prices
- Migrated 14 utility pipelines from AWS EC2 to ECS by deploying a Flask application using Docker images
- Documented all the MLOps practices, gaining an overall understanding of pricing, prediction logs and data mining

HONORS AND PUBLICATIONS

- **App modernization using GCP**, Springer's Lecture Notes in Networks and Systems
- Accepted for publication of articles in Towards Data Science as a contributing writer
- Recognized with the GoogleXQuantiphi Rising Rookie award

September 2023

January 2020 - Current

June 2022

ANALYTICS PROJECTS

ChurnShield - Udacity's Churn Retention | *A/B Testing using Cookies Data*

April 2024

- Implemented an A/B test to address high dropout rates by assessing students' weekly time availability
- Conducted experiment sizing to ensure statistical power and validity to include Gross Conversion and Net Conversion metrics
- A decrease in Gross Conversion, but no change in Net Conversion led us to recommend to reject the null hypothesis

Mindful - Mental Health Recommender | *Health Bot using NLP*

September 2023

- Leveraged NLP techniques like cosine similarity, topic modeling and LLMs to analyze a popular mental health forum
- Developed a recommendation system that processes user input and provides tailored mental health suggestions

Customer Lifetime Value Prediction | *Product Strategy*

November 2023

- Deployed Pareto-NBD, BG-NBD, and MBG-NBD to calculate customer lifetime value achieving an accuracy of 88%
- Increased Business Performance by 37% by using Targeted Marketing to allocate resources on valuable customer segments
- Built a Tableau dashboard with 16 KPIs for consumer insights to summarize market segmentation and customer lifetime value