SAMYUKTHA SRIDHAR

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PERSONAL PROFILE

I am a data analyst and burgeoning data scientist with a background in economics, statistics, and music. I am continuing to understand the human experience through data-driven insights and analysis, and I am passionate about using creative inspiration to share that understanding in a digestible and informative way.

SKILLS

- ●●●●● SQL
- ●●●●○ Microsoft Excel
- ●●●●○ Alteryx
- ●●●○○ Python
- ●●●○○ R
- ●●○○○ Tableau

PROJECTS

- Song Recommender
- Titanic Survival Predictions
- 2016 Election Analysis

WORK EXPERIENCE

Associate Analyst, Content Insights

Warner Music Group | Dec 2018 - present   New York, NY

- Create and execute weekly reporting using SQL and Excel to support A&R and commercial research
- Conduct ad-hoc descriptive analyses to inform release strategy and marketing campaigns
- Explore the use of predictive modeling with R and Python to forecast the potential of a track to be a "hit"
- Extract data from Spotify API using Alteryx and Python for use in further analyses

User Marketing Analytics Intern

Castlight Health | Jun 2017 - Aug 2017   San Francisco, CA

- Used SQL and statistical methods to extract and analyze medical data for > 3M users
- Defined and identified attributes of organic users and logins to understand causes of higher engagement
- Increased user engagement through data-driven segmented marketing strategy to target organic users
- Built email analytics dashboard with Tableau that provided insights on email campaign performance

Alumni Development Intern

University of California Education Abroad Program | Feb 2017 - Jun 2018   Santa Barbara, CA

- Analyzed Education Abroad Program survey data with Excel and targeted engaged alumni for outreach
- Designed new study to measure impact of EAP on alumni careers based on previously analyzed survey data

EDUCATIONAL HISTORY

University of California, Santa Barbara

B.A. Economics | Sep 2014 - Jun 2018

- Minor in Statistics, Minor in Music
- Held leadership position in professional fraternity Alpha Kappa Psi
- 2016 Election Analysis (see projects section)

University College London

Economics | Aug 2016 - Dec 2016

- Education Abroad Program
- Curated content for and hosted radio show on history of Hip-Hop music

COURSES

Data Mining

Python for Machine Learning

SAS

Regression Analysis

Econometrics

Probability & Statistics

Business Writing

Developmental Economics

Music in Popular Culture