

# Sanidhya Chauhan

Tempe, Arizona - 85281 — sanidhyaschauhan@gmail.com — +1-602-576-8281 — linkedin.com/in/sanidhyachauhan/

## EDUCATION

### Arizona State University

MS Computer Science

Relevant Courses: Distributed Software Development, Software Design, Software Requirements and Specification, Artificial Intelligence, Cloud Computing, Data Visualization

Tempe, Arizona

Aug 2023 - May 2025

### Thapar Institute of Engineering and Technology

BE Electronics and Communication - GPA:3.14/4

Relevant Courses: Operating Systems, Data Structures and Algorithms, Machine Learning

Patiala, India

Jul 2015 - Jul 2019

## WORK EXPERIENCE

### EXL

Data Scientist - II

Gurgaon, India

Apr 2023 - Aug 2023

- **Pricing Engine** Spearheaded the creation of an advanced pricing engine, employing an **XGBoost model(SMAPE: 33.5)**, which streamlined the pricing process for both existing and new products.
- **Product Clustering** Implemented a strategic clustering technique for the products, building distinct models at the product cluster level, which enhanced precision in price determination and improved overall pricing effectiveness, reducing the overall **SMAPE to 26.8**.
- **Eliminated Manual Interventions** Eradicated the client's necessity for manual updates, while factoring in elements such as seasonality, market trends, time lags, and product attributes to deliver optimal and precise pricing **saving up 2 days worth of effort**.

### Uber

Data Scientist

Hyderabad, India

Nov 2021 - Mar 2023

- **Customer Segmentation** Dissected Uber Eats customer segments with clustering algorithms to tailor offers, **boosting ROI and elevating engagement by 28%**.
- **Menu Matching Strategy** Devised a strategy with the TF-IDF ML algorithm to compare restaurant pricing on Uber-Eats and competitors, detecting **45% with discrepancies over 20%**.
- **Twitter Sentiment Analysis for Uber Eats** Employed NLP algorithms to analyze user feedback, enhancing the **NPS score by an average of 0.7 points** across multiple geographies through strategic insights identification and application.

### Amazon

Data Engineer

Bangalore, India

Sep 2020 - Nov 2021

- **Business Reviews** Compiled and published **weekly and monthly business** reviews, highlighting metrics essential to e-commerce operations.
- **Web Scraping Tool** Developed a **scraping tool** to retrieve real-time data of Global Selling merchants, **eliminating a 2-3 day lag** from data tables. Integrated this data into a dashboard to expedite critical decision-making.
- **Data Engineering** Orchestrated multiple pipelines, utilizing ETL Transform and Load jobs, to **ensuring streamlined data consumption** leading to more informed decision-making and quicker responses to business needs for cross-functional teams.

### United Airlines

Associate Analyst - Data Science

Gurgaon, India

Jul 2019 - Sep 2020

- **Flight Recommendation Engine** Constructed a **collaborative-based recommendation engine**, now featured on united.com, which accelerated an incremental **revenue of 2 million dollars monthly**.
- **Personalized Customer Experience** Examined customer purchases across segments and established strategies to enhance real-time decision-making, adeptly balancing price-sensitive recommendations with personalized ones, leading to a **12% surge in recommendation take rates**.

## ACADEMIC PROJECTS

**Food Delivery System (Full Stack)** Developed an advanced food delivery system using distributed software, multithreading, and event-driven programming. Integrated multiple third-party APIs with secure JWT authentication, managing session states and cookies. Built using .NET and C, the project featured a cohesive backend and user-friendly frontend, with data storage in XML.

## TECHNICAL SKILLS

**Languages** Java, Python, C++, C, SQL, C#, Javascript

**Technologies** Git, JIRA, Matlab, Autocad, AWS, DevOps, Full-Stack Software Development, Code Review, Artificial Intelligence

**Technical Skill-set** Data Structure & Algorithms, Image Processing, , Natural Language Processing, Non-Linear Modelling, Programming, Machine Learning, Data Analytics, Data Science, A/B Testing, Predictive Modelling

## AWARDS AND ACHIEVEMENTS

- Awarded Scholarship for being in the top 5% students of the branch in the first year.
- Awarded analyst of the quarter in the Global Selling team at Amazon.

## SOCIAL WORK

**Har Hath Kalam India Association** Tutored underprivileged children and crafted courses for grades VI-XII. Played an active role in Patiala's awareness campaigns on begging, delivering speeches and directly interacting with beggars to offer transformative solutions.