# Siddharth **ARORA**

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• 4168 Staulo Crescent, British Columbia, Vancouver

A data scientist with 3 years of experience in software development. Recently completed the Master of Data Science program at the University of British Columbia.

I aim to leverage my experience in Software Development Life Cycle methodologies, coupled with analytic skills acquired from my Masters degree, to solve real-life business problems.

I have a keen interest in developing robust, scalable data pipelines, and using analytics to extract key insights from large data sets. I excel at succinctly communicating these insights to broader, non-technical audiences.

# 🧮 TECHNICAL SKILLS

Python (numpy, scipy, pandas, scikit-learn), R (tidyverse, ggplot, forecast, Software and Programming Languages

Shiny), Microsoft .Net (C#), Java, HTML, JavaScript, XML

**Machine Learning** Classification, regression, clustering, feature engineering, hyper-parameter

tuning

**DataBases** Oracle, MS SQL, MySQL

Hypothesis testing, confidence intervals, survival analysis, principal component Statistical Methods

analysis and dimensionality reduction, Bayesian inference

**Cloud Services** Map Reduce, AWS (EC2, S3, EMR), Google Cloud

Agile, Jira, Team Foundation Server, GitHub, Trello, RStudio, PyCharm, Visual Studio **Workflow Tools** 



### EDUCATION

Aug 2017 - Jun 2018 Master of Data Science

University of British Columbia, Vancouver, Canada

Bachelor of Engineering with First Class Honors - Software Engineering Aug 2009 - Aug 2013

University of Waikato, New Zealand



### EXPERIENCE

# Apr 2018 Jun 2018

#### Data Science Industry Capstone Project | Unbounce, VANCOUVER, Canada

**Unbounce** provides an online platform that enables marketers or digital agencies to create, publish, and test landing pages, pop-ups or sticky bars to improve conversion rates.

In a team of 4:

- > Applied survival analysis methods and techniques to determine key factors in customer churn.
- > Automated the data pipeline infrastructure to extract and transform data into usable components and integrous components.
- > Utilized easily decipherable visualizations to report findings to people with little statistical knowledge or non-technical background.

Python Pandas R Survival Analysis Trello Github

# May 2016 Dec 2016

#### Data Analyst (Contract)| Brewbound.co.nz, AUCKLAND, New Zealand

**Brewbound** is an e-commerce startup providing fast online liquor delivery service in New Zealand.

In a team of 2:

- > Designed and maintained SQL scripts on a regular basis to generate meaningful datasets from marketing data.
- > Identified trends, patterns, and relationships in marketing data to provide answers to business questions, particularly regarding the effectiveness of various advertising channels.
- > Communicated findings to key decision makers to help facilitate the decision making process.

R Shiny MS SQL TFS Trello

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### Feb 2013 Sep 2016

#### Software Developer | IMS Health, AUCKLAND, New Zealand

IMS Health (now IQVIA) is a leading global company providing clients in the healthcare industry with comprehensive solutions to measure and improve their performance.

- > Developed and updated functionalities for IMS Health's Nexxus Mobile Intelligence a CRM solution, that helps drive customer engagement for life sciences industry using C#, JavaScript, XML.
- > Performed maintenance and bug fixing on the existing code base to ensure production quality
- Participated in daily stand-ups and bi-weekly sprint meetings in an Agile setup and developed interpersonal skills.



#### Nov 2012 Feb 2013

#### Intern | Orion Health, AUCKLAND, New Zealand

Orion Health is a global company whose clinical and integration products are used all over the world. In a team of 2:

# Nov 2011 Feb 2012

- > Developed and integrated new custom defined Orion widgets as a proof of concept for Orion Health products using YUI - a JavaScript and CSS library.
- > Designed and developed test cases using JavaScript for functionalities of Orion Health's Web software to ensure verification and validation, and make testing similar components easier for other testers.
- > Automated the test cases using Sahi a web automation testing tool.



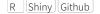
# **+**PROJECTS

#### Dec 2017

#### Wine Selector | Project developed as part of work-flows and visualization course.

An R shiny application to compare wine quality and price per country.

- > Cleaned and shaped raw wine data checking for anomalies, duplication, and missing values.
- > Developed an R shiny application with the wrangled data comparing wine quality and price per country. Particular attention was paid to core UX principles to promote ease of use.



#### Jul 2013

#### Kinect based Sign Language Interpreter | Project for an undergrad software engineering course.

Allows instructors to teach signs to the software, which in turn can evaluate students on their performance of the same sign.

In a team of 4:

- > Gathered requirements by holding interviews with an expert deaf instructor, and members of the deaf community.
- > Modeled each sign via Hidden Markov Models (HMM) a statistical model, using the skeleton frame data provided by Microsoft Kinect.
- > Designed and developed a graphical user interface (GUI) using C# for users to effeciently interact with our software.

C# Team Foundation Server Statistical Modeling Agile