







# Siddharth ARORA

## Data Scientist

 [linkedin.com/in/sidd-arora](https://www.linkedin.com/in/sidd-arora)  [github.com/sarora](https://github.com/sarora)  [sarora.github.io](https://sarora.github.io)  
 +1 (604) 365 2095  [@sidd.arora.05@gmail.com](mailto:@sidd.arora.05@gmail.com)  
 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

Software and Programming Languages	Python (numpy, scipy, pandas, scikit-learn), R (tidyverse, ggplot, forecast, Shiny), Microsoft .Net (C#), Java, HTML, JavaScript, XML
Machine Learning	Classification, regression, clustering, feature engineering, hyper-parameter tuning
DataBases	Oracle, MS SQL, MySQL
Statistical Methods	Hypothesis testing, confidence intervals, survival analysis, principal component analysis and dimensionality reduction, Bayesian inference
Cloud Services	Map Reduce, AWS (EC2, S3, EMR), Google Cloud
Workflow Tools	Agile, Jira, Team Foundation Server, GitHub, Trello, RStudio, PyCharm, Visual Studio

## EDUCATION

Aug 2017 - Jun 2018	<b>Master of Data Science</b> University of British Columbia, Vancouver, Canada
Aug 2009 - Aug 2013	<b>Bachelor of Engineering with First Class Honors - Software Engineering</b> University of Waikato, New Zealand

## EXPERIENCE

Apr 2018 Jun 2018	<b>Data Science Industry Capstone Project   <a href="#">Unbounce</a>, VANCOUVER, Canada</b> <b>Unbounce</b> 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: <ul style="list-style-type: none"><li>&gt; Applied survival analysis methods and techniques to determine key factors in customer churn.</li><li>&gt; Automated the data pipeline infrastructure to extract and transform data into usable components and integrous components.</li><li>&gt; Utilized easily decipherable visualizations to report findings to people with little statistical knowledge or non-technical background.</li></ul> <div><span>Python</span> <span>Pandas</span> <span>R</span> <span>Survival Analysis</span> <span>Trello</span> <span>Github</span></div>
May 2016 Dec 2016	<b>Data Analyst (Contract)   <a href="#">Brewbound.co.nz</a> , AUCKLAND, New Zealand</b> <b>Brewbound</b> is an e-commerce startup providing fast online liquor delivery service in New Zealand. In a team of 2: <ul style="list-style-type: none"><li>&gt; Designed and maintained SQL scripts on a regular basis to generate meaningful datasets from marketing data.</li><li>&gt; Identified trends, patterns, and relationships in marketing data to provide answers to business questions, particularly regarding the effectiveness of various advertising channels.</li><li>&gt; Communicated findings to key decision makers to help facilitate the decision making process.</li></ul> <div><span>R</span> <span>Shiny</span> <span>MS SQL</span> <span>TFS</span> <span>Trello</span></div>

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Feb 2013 Sep 2016	<b>Software Developer   IMS Health , AUCKLAND, New Zealand</b> <b>IMS Health</b> (now IQVIA) is a leading global company providing clients in the healthcare industry with comprehensive solutions to measure and improve their performance. <ul style="list-style-type: none"><li>➤ 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.</li><li>➤ Performed maintenance and bug fixing on the existing code base to ensure production quality software.</li><li>➤ Participated in daily stand-ups and bi-weekly sprint meetings in an Agile setup and developed interpersonal skills.</li></ul> <div>C# Oracle XML JavaScript Angular.js Agile Jira</div>
Nov 2012 Feb 2013  Nov 2011 Feb 2012	<b>Intern   Orion Health , AUCKLAND, New Zealand</b> <b>Orion Health</b> is a global company whose clinical and integration products are used all over the world. In a team of 2: <ul style="list-style-type: none"><li>➤ Developed and integrated new custom defined Orion widgets as a proof of concept for Orion Health products using YUI - a JavaScript and CSS library.</li><li>➤ 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.</li><li>➤ Automated the test cases using Sahi - a web automation testing tool.</li></ul> <div>HTML JavaScript CSS Sahi</div>

## +PROJECTS

Dec 2017	<b>Wine Selector   Project developed as part of work-flows and visualization course.</b> An R shiny application to compare wine quality and price per country. <ul style="list-style-type: none"><li>➤ Cleaned and shaped raw wine data checking for anomalies, duplication, and missing values.</li><li>➤ 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.</li></ul> <div>R Shiny Github</div>
Jul 2013	<b>Kinect based Sign Language Interpreter   Project for an undergrad software engineering course.</b> 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: <ul style="list-style-type: none"><li>➤ Gathered requirements by holding interviews with an expert deaf instructor, and members of the deaf community.</li><li>➤ Modeled each sign via Hidden Markov Models (HMM) - a statistical model, using the skeleton frame data provided by Microsoft Kinect.</li><li>➤ Designed and developed a graphical user interface (GUI) using C# for users to efficiently interact with our software.</li></ul> <div>C# Team Foundation Server Statistical Modeling Agile</div>