Siddharth Arora

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📍 Canada

A data science professional with a background in software development skilled in programming, and predictive analytics.

I have honed my programming skills by working as a software developer for three years, and have enhanced my knowledge of predictive analytics by recently completing the Master of Data Science program at the University of British Columbia.

My interest lies in developing robust, scalable data pipelines, and using analytics to extract key insights from large datasets to solve real-life business problems. I excel at succinctly communicating these insights to broader, non-technical audiences.

☰ TECHNICAL SKILLS

Software and Programming Languages	Python (numpy,pandas, scikit-learn, keras), R (tidyverse, ggplot,forecast, Shiny)
Machine Learning	Classification, regression, clustering, feature engineering, hyper-parameter tuning
DataBases	Oracle, PostgreSQL, MS SQL, MySQL
Statistical Methods	Hypothesis testing, confidence intervals, survival analysis, principal component analysis and dimensionality reduction, Bayesian inference
Cloud Services	AWS (EC2, S3, EMR), Kubernetes , Docker
Workflow Tools	Agile, Jira, Team Foundation Server, GitHub, Trello, RStudio, Visual Studio

🎓 EDUCATION

Aug 2017 - Jun 2018   **Master of Data Science**
University of British Columbia, Vancouver, Canada

Aug 2009 - Aug 2013   **Bachelor of Engineering with First Class Honors** - Software Engineering
University of Waikato, New Zealand

💼 EXPERIENCE

Apr 2018
Jun 2018

Data Scientist (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 attrition.
> 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:
> Cleaned and wrangled data 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 Trello Team Foundation Server

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| Feb 2013 | **Software Developer** | IMS Health , Auckland, New Zealand |
| Sep 2016 | **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 software.
> Participated in daily stand-ups and bi-weekly sprint meetings in an Agile setup and developed interpersonal skills.

C# | Oracle | XML | JavaScript | Angular.js | Agile | Jira

Nov 2012	**Intern**	Orion Health , Auckland, New Zealand
Feb 2013	**Orion Health** is a global company whose clinical and integration products are used all over the world.
Nov 2011	In a team of 2:
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.

HTML | JavaScript | CSS | Sahi

✚ PROJECTS

| Ongoing | **Twitter Sentiment Analysis** | Personal Project. |
| | A project to analyze tweets and classify them as either a positive or a negative sentiment. |

> Queried the Twitter API via Tweepy - a python library, to get the most recent tweets.
> Applied machine learning classification algorithms via the Natural Language Tool kit (NLTK) to classify the tweets as either positive or negative.

Python | Pandas | GitHub | Tweepy | Machine Learning

Apr 2018	**Social Standards and Salary Inclinations Study**	Study conducted as part of Masters course.
	A hypothesis to determine whether a person's social standards is correlated with a person's drive for financial wealth.
	In a team of 3:

> Created, and conducted a survey on SurveyMonkey collecting responses from over 100 participants.
> Cleaned and wrangled the data into a usable format, checking for anomalies, duplication, and missing values using R. Particular attention was paid to anonymizing personal identifiable information.
> Applied logistic regression to model the data. The study showed that there was not enough evidence to prove a correlation between person's social standards and drive for financial wealth .

R | Statistical Modeling | GitHub

For more projects and blog posts please visit sarora.github.io