Siddharth **Arora**

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Vancouver, British Columbia

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, keras), R (tidyverse, Software and Programming Languages

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

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



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 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 Trello Team Foundation Server

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- ♥ Vancouver, British Columbia

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 software.
- > 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.



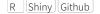
+ PROJECTS

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.

