

# SATAKSHI DESHMUKH

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## EDUCATION

### UNIVERSITY OF CONNECTICUT, SCHOOL OF BUSINESS – HARTFORD, CT

Master of Science in Business Analytics and Project Management, Concentration: Data Science

Dec 2024

CGPA 3.9/4

### ACROPOLIS INSTITUTE OF TECHNOLOGY AND RESEARCH - INDORE, INDIA

Bachelor of Technology – Computer Science & Engineering

Jun 2021

CGPA 8.1/10

## TECHNICAL SKILLS

- **Programming Languages:** Python, SQL, R, SAS, DAX, C, C++, Java
- **Data Science:** Machine Learning, NLP, TensorFlow, PyTorch, Keras, Scikit Learn, Clustering, LLM, Time Series Forecasting
- **Data Analytics:** Pandas, Numpy, EDA, Data Cleaning, Data Visualization, Feature Engineering, PCA, Data Modeling
- **Statistics:** Hypothesis Testing, A/B Testing, Probability Distribution, Regression Analysis, ANOVA, Chi-Square Test
- **Software & Tools:** MS Excel, SAS, Tableau, Power BI, JMP, Google Colab, Jupyter, Git, Visual Studio, Streamlit, Spark
- **Cloud Technologies & Databases:** Snowflake, Microsoft Azure, AWS, GCP, SSMS, Oracle, MySQL, Maria DB, Hadoop
- **Project Management Skills:** Agile Methodologies, JIRA, MS Project, Scrum Practices

## PROFESSIONAL EXPERIENCE

### Yardi Software India Pvt. Ltd. - Software Engineer

Pune, India | Jul 2021 – Jul 2023

- Developed predictive models achieving > 90% accuracy in forecasting tenant rent default risk and lease renewal decision, leveraging historical tenant data and machine learning algorithms in Python
- Performed EDA identifying KPI influencing tenant attrition, resulting in 15% increase in retention by targeted interventions
- Developed and optimized SQL scripts for creating stored procedures and 25 custom reports using SSRS, enhancing data retrieval and reporting efficiency by 40%, demonstrating strong analytical and problem-solving skills
- Analyzed data issues reported by clients and constructed 50 data fix packages using SSMS to ensure accuracy and reliability
- Led global cross-functional team collaborations, demonstrating effective communication skills and teamwork to resolve custom report-related issues, resulting in substantial increase in client satisfaction

### Adinath Poly Plast Private Limited - Data Science Intern

Indore, India | Apr 2021 – Jun 2021

- Developed linear regression model to predict sales performance of amazon marketplace optimizing inventory management
- Identified critical sales KPIs for product lines, leveraging Excel and Python to transform data into actionable insights
- Collaborated on developing Power BI dashboard to creatively visualize KPIs, enhancing Amazon sales strategy

### Technosoft Informatics - Software Developer Intern

Indore, India | Jun 2019 – Jul 2019

- Developed backend module for the 'Arihant Transformers' website using Java enterprise edition framework (Spring, Hibernate)

## ACADEMIC PROJECTS

### Sentiment Analysis and Prediction on Amazon Product Reviews (NLP, NLTK, ML, Neural Networks, Clustering)

- Led a comprehensive sentiment analysis on 34,000+ Amazon product reviews to predict customer satisfaction levels using NLP
- Optimized sentiment prediction (ML and neural networks), achieving best result with fine-tuned LSTM model (93.7% F1 score)
- Executed topic modeling using LDA and NMF to cluster reviews, uncovering key insights into customer views on products

### Health Insurance Premium Predictor (NumPy, Pandas, Seaborn, ML, Scikit-Learn, Flask)

- Developed web application to predict insurance premiums based on user inputs, enhancing decision-making for potential buyers
- Performed data exploration, cleaning, feature engineering, and implemented multiple ML regression algorithms
- Achieved optimal performance with Gradient Boosting ( $R^2$ : 0.8527) through hyperparameter tuning

### Advertising Efficiency Analysis: Facebook vs. AdWords Campaigns (Pandas, Hypothesis Testing, Regression Analysis)

- Conducted A/B testing analysis for marketing agency on annual Facebook and AdWords campaigns, analyzing daily data and KPIs to demonstrate cost-effectiveness of the superior platform through statistical evidence, enabling data-driven decisions
- Optimized resource allocation, resulting in 30% increase in conversions and 15% reduction in costs, enhancing client ROI

### LLM-Powered Natural Language to SQL App (LangChain, Streamlit, Mysql, Google Palm, NLP)

- Developed personalized LLM-based text to SQL application using Google Palm transforming natural language into SQL queries, connecting to personal MySQL database, facilitating data analysis and enhancing tailored business needs