SATAKSHI DESHMUKH

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EDUCATION

UNIVERSITY OF CONNECTICUT, SCHOOL OF BUSINESS – HARTFORD, CT **Dec 2024**
Master of Science in Business Analytics and Project Management, Concentration: Data Science CGPA 3.9/4

ACROPOLIS INSTITUTE OF TECHNOLOGY AND RESEARCH - INDORE, INDIA **Jun 2021**
Bachelor of Technology – Computer Science & Engineering 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, ETL
- **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