

SHOBHIT MALARYA

 [Design Portfolio](#)

Bangalore, India

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Skills

Data Visualization

Data Mining

EDA

Data Modelling

Languages and Tools

Python (NumPy, Pandas, Matplotlib)

SAS

SQL

Snowflake

Tableau

Microsoft Excel

ThoughtSpot

Git

EXPERIENCE

Data Scientist 2

Epsilon Data Management, LLC

Sep'20-Oct'21 + May'22 to current

Epsilon is a digital media agency, specializing in turning data into personalized customer experiences, effectively connecting brands with customers. I work with top pharmaceutical clients to maximize their engagement.

Projects:

- **Data Modeling for Thoughtspot (Gen AI solution)**
 - Objective - To create a data model that Gen AI Solution can use.
 - Data cleaning, compiling, and EDA for the data model.
 - Automation scripts to update the data model.
- **Look-a-like Modelling**
 - Objective - To find the top segment target group for various campaigns.
 - Understanding and processing the data using multiple EDA techniques.
 - Logistic Regression and CHAID modeling for the final models.
 - Increased engagement rate.
- **Loyalty Rewards System Analysis and Restructuring**
 - Objective - To understand and rebuild a telecommunication brand's existing loyalty rewards system.
 - Analysis and data processing on huge datasets, and creating a full 360 view of the system by combining multiple tables.
- **Multiple brands Targeting Campaign Analysis and Dashboarding**
 - Objective - To analyze the deployed email campaigns and get insights.
 - Data processing and Extensive QC to guarantee the level of accuracy.
 - An extensive dashboard with multiple views and metrics for 10 brands.

Software Developer Intern

Entrayn Education Technology

Jan'20 to Jul'20

- Under the brand name, Galvanize Test Prep, Entrayn delivers learning solutions for Standardized tests and Competitive exams, as well as Global Admissions Counselling.
- Worked on logic and implementation of various REST APIs and Webhooks.
- Deployed a new platform with better engagement between students and teachers. - Stack - Python (Django-DRF), PHP, JavaScript (Angular)

Full Stack + UI/UX Intern

Apli.ai

Jun'19 to Oct'19

- Apli.ai is a skill training and hiring website with separate interfaces for a recruiter, campus, student, and mentors.
- Designed and Implemented multiple modules, from database design to Backend logic to Frontend UI.
- Stack - Firebase (Database), Python (Django), JS (jQuery, Ajax, etc) CSS (Bootstrap, Materialize).

EDUCATION

B.Tech

Computer Science and Engineering

Indian Institute of Information Technology SriCity
2020