

SHOBHIT MALARYA

+91-7893445061

shobhitmalarya8@gmail.com

github.com/shobhitmalarya

bit.ly/showbitm

SKILLS

- Data Visualization
- Data Mining
- EDA
- Modelling
- Python, SAS, SQL
- Tableau, Microsoft Excel
- NumPy, Pandas, Matplotlib
- Git

EXPERIENCE

Data Analyst

Sep'20 to current

EPSILON

Epsilon Data Management, LLC

- Epsilon is a digital media agency in India specializing in turning data into personalized customer experiences, effectively connecting brands with customers.
- Working on lookalike modelling, Segmentation and reporting projects for multiple clients.
- Stack – SAS, Tableau, SQL, Excel

Software developer Intern

Jan'20 to Jul'20

Entrayn

Entrayn Education Technology

- 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 a better engagement between students and teachers.
- Stack - Python (Django-DRF), PHP, JavaScript (Angular)

Software developer Intern

Jun'19 to Oct'19

Apli.ai

Apli.ai

- Apli.ai is a skill training and hiring website with separate interfaces for recruiter, campus, student and mentor.
- 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

Bachelor of technology in Computer Science

2020

Indian Institute of Information Technology Sri City

PROJECTS

Look-a-like Modelling for 2 pharma clients (Epsilon)

2020

- Objective – To find the top segment target group for various campaigns.
- Understanding and processing the data using various EDA techniques.
- Logistic Regression and CHAID modelling for the final models.
- Resulted in an increase in engagement rate.

Loyalty Rewards System Analysis and Restructuring (Epsilon)

2021

- Objective – To understand and rebuild the existing loyalty rewards system for a telecommunication brand
- Analysis and data processing on huge datasets, and creating a full 360 view of the system by combining multiple tables.
- Under the deployment stage.

Multiple brands Targeting Campaign Analysis and Dashboarding (Epsilon)

2020

- Objective – To analyse the deployed email campaigns and get the insights
- Data processing and Extensive QC to guarantee the level of accuracy.
- An extensive dashboard with multiple views and metrics for 10 brands.
- Clients are very satisfied with the accuracy and speed of the reporting.

EXTRA-CURRICULARS

- Developed a website for TechFesia (Tech fest at IIIT Sri City) in 2019.
- Worked as a branding and promotion crew member for TechFesia in 2019.
- Part of a team which did surveys in villages near the SriCity, regarding their needs and development in 2019.
- Built a browser-based game for a 24h ACM hackathon in 2016.