



Shreesh Hebbar

Data Science | Machine Learning | Deep Learning

 [shreesh221298.github.io](https://github.com/shreesh221298)

 shreesh221298@gmail.com

 Vancouver, BC

 linkedin.com/in/shreeshhebbar

MOTIVATION

I am passionate problem solver with an aim to solve business problems using Data Science & Machine Learning. I am highly motivated to creatively use my skillset to add tangible value to the team, the business, and the community. I have proven experience in the furniture e-commerce industry, where I have applied my skills to improve B2B sales processes. I am looking to grow in this industry and work in data inclined roles like data analyst, data scientist or analytics engineer

PROJECTS

PREDICTING CUSTOMER LOYALTY USING MACHINE LEARNING

- Trained a random forest regression algorithm in python to predict customer loyalty score using credit score, distance from store and transaction data.
- The results helped to target customers with offers and discounts based on loyalty

ENHANCING COMMS TARGETING ACCURACY USING MACHINE LEARNING

- Trained a random forests classification algorithm to predict if customers would buy delivery club membership using data from a previous delivery club campaign.
- Determined if the delivery club members increased their spending at the grocery store using causal impact analysis
- The results helped target the right customers and estimated the effectiveness of the promotion hence reducing promotional costs

CREATING THE "YOU ARE WHAT YOU EAT" CUSTOMER SEGMENTATION

- Used k-means clustering on grocery transaction data to split out customers into distinct "shopper types" that could be used to better understand customers over time, and to more accurately target customers with relevant content & promotions

FRUIT CLASSIFICATION USING A CONVENTIONAL NEURAL NETWORK

- Optimized a Convolutional Neural Network to accurately distinguish between 6 fruits so that the grocery store could invest in a sorting robot to reduce labor costs

EXPERIENCE

DATA MANAGEMENT ADMINISTRATOR, Vancouver, BC

Moe's Home Collections, May 2022–February 2023

- Built Relationships with ecommerce business partner to plan and execute product launch and maintenance on their portal
- Evaluated consistency in pricing and product data between the company database and business partner database using SQL, PIM, SAP and MS Excel.
- Built a python program to solve pricing and product data discrepancies on ecommerce business partner portals to ensure accurate data on all endpoints of the business and reduce customer care tickets by 50%.
- Automated processes involving image collection and inventory updates using VBA Macros to save up to 5 hours of manual work in a month

RESEARCH ASSISTANT, Vancouver, BC

UBC Civil Engineering, May 2021–August 2021

- Optimized the experiment parameters in the Microwave enhanced oxidation process (MW-AOP) using the linear regression algorithm to find the ideal parameters for the process
- Used Microwave enhanced oxidation process (MW-AOP) to treat wastewater sludge, collect samples and analyze parameters like Volatile fatty acid, COD, Ortho-P, and ammonia in the laboratory.
- Recorded and entered data into Microsoft excel and extracted it to Python to analyze trends and find the optimal conditions for microwave treatment.

PRODUCTION MANAGEMENT ENGINEER, Surrey, BC

Cargill, August 2019–April 2020

- Initiated the updating of the standard operating procedures (SOPs) by adding relevant pictures to improve effectiveness and ease of learning.
- Led the safety drive by making innovative presentations on high-risk safety topics and presented it in front of all plant operators and management every week. Hence, helping new employees connect with the safety culture of the company.
- Collaborated with a diverse team of consultants and plant operators while working on technical process improvement projects to increase throughput by 10% and reduce waste by 40% in 8 months

EDUCATION

PROFESSIONAL CERTIFICATION IN ADVANCED CERTIFICATION IN DATA SCIENCE AND AI CANDIDATE

Intellipaat – IIT Madras, Expected graduation September 2023

Relevant Coursework

Advanced Statistics, SQL, Machine Learning & prediction Algorithms, Data science with PySpark, AI & Deep Learning using TensorFlow, Deploying ML model

CERTIFICATION IN DSI – DATA SCIENCE PROFESSIONAL CERTIFICATION

Data Science Infinity, April 2022

Relevant Coursework

Extracting & manipulating data using SQL. hypothesis tests for measuring the effect of AB Tests. Using Tableau to create powerful Data Visualizations. Utilising Github for version control, and collaboration. data preparation for ML including missing values, categorical variable encoding, outliers, feature scaling, feature selection & model validation. Machine Learning algorithms like regression, classification, clustering, association rule learning, and causal impact analysis. Machine Learning pipelines. Deployment of a ML pipeline onto a live website using Streamlit. Deep Learning models like ANN and CNN

BACHELOR OF APPLIED SCIENCE IN CHEMICAL ENGINEERING, Vancouver, BC

The University of British Columbia, May 2021

SKILLS

Python	SQL	MS Excel	SAP	PIM	Data Visualization	Power BI	Tableau	Machine Learning	Statistics
Object Oriented Programming Languages			Communication Skills		Collaboration				