




SHREESH HEBBAR

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shreesh221298.github.io 

DATA SCIENCE | MACHINE LEARNING | DEEP LEARNING

MOTIVATION I am passionate about [solving business problems](#) using [Data Science & Machine Learning](#). I systematically & creatively use my skillset to [add tangible value](#) to the [team](#), the [business](#), and the [community](#). I am constantly learning, and always looking to acquire new skills.

SKILLS & TOOLS

Programming: Python (Base, Pandas, Numpy, Matplotlib, Scikit-Learn, Keras), SQL, R, Matlab, Java, SAS

Machine Learning: Linear Regression, Logistic Regression, Decision Trees, Random Forest, KNN, k-means, PCA, Association Rule Learning, Causal Impact Analysis

Other: MS Office, SQL, Power BI, VBA Macros, Sharepoint, Teams, Statistics, Github, Data Visualisation, Tableau, Jupyter Notebook, AWS, Google Cloud Platform

EDUCATION

Advanced Certification in Data Science and AI
Feb 2022 - Sep 2023 - IIT Madras
Relevant Courses: Advanced Statistics, SQL, Machine Learning & prediction Algorithms, Data science with PySpark, AI & Deep Learning using TensorFlow, Deploying ML models on Cloud, Data Visualization with Tableau, Data Wrangling, NLP and its applications

BASc (Chemical Engineering)
2016 - 2021 - University of British Columbia

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

Analyzing Alcohol Relationships Using Association Rule Learning

- Used [association rule learning](#) to find relationships in buying patterns of various types of alcohol using a data set of 3500 alcohol transactions
- The results helped in [optimizing product locations](#) and running [bundle promotions](#) to [increase sales](#)




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

Creating An Image Search Engine Using Deep Learning

- Applied [transfer learning](#) from VGG16 CNN to create an image search engine that shows the closest matches to the image of interest
- The program helped customers to [search for similar looking items](#) in the footwear section

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WORK EXPERIENCE

Data Management Administrator - Moe's Home Collection

May 2022 - Present

- Built Relationships with [ecommerce business partners](#) to plan and execute product launch and maintenance on their portal
- Evaluated consistency in pricing between the company database and business partner database using [SQL](#) 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 [excel VBA Macros](#) to save up to 5 hours of manual work in a month

Research Assistant - UBC Civil Engineering

MAY 2021 - AUGUST 2021

- Used [linear regression](#) to [optimize the hydrogen peroxide dosage, treatment temperature and retention time](#) in the microwave enhanced oxidation process of dairy manure and wastewater sludge to minimize time taken for anaerobic digestion.
- 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.
- 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 - Cargill Inc

AUGUST 2019 - MAY 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 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 consultants and plant operators while working on technical process improvement projects to increase throughput and reduce waste

CERTIFICATE COURSES

DSI Data Science Professional Certification

[Actionable Learnings: 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](#)

INTERESTS

Sports: Cricket, Badminton, Tennis, Athletics, CrossFit
Others: Stocks and Cryptocurrency trading/investing