

Shubham

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SUMMARY

Experienced data analytics professional with a strong background in leading strategic business insights in the Ad Tech/Digital Advertising industry. Proficient in SQL, Tableau, and Python with a proven track record in omni-channel campaign analysis and driving significant revenue growth through data-driven decision-making. Skilled in managing and communicating complex analytics to both internal and external stakeholders.

EDUCATION

The University of Texas at Dallas

Master of Science, Business Analytics (Data Science Track)

Delhi University, Netaji Subhas Institute of Technology, New Delhi

Bachelor of Engineering, Computer Engineering

12/2023

CGPA: 3.7

05/2017

PROFESSIONAL EXPERIENCE

Business Analyst, Intern

HotelKey, Dallas, USA

09/2023 - Current

- Automated manual processes like reconciliation processes for Operational Audit reports, transactional reports, reservation, and closed folio reports by implementing SQL and Python scripts to extract data from API, cleaning and transforming data, reducing manual effort by 60% and enhancing reporting accuracy.
- Developed intuitive dashboards for accurate decision-making, improving the efficiency of to-go live properties

Student Assistant, Part-time

The University of Texas at Dallas

04/2023 - 05/2023

- Developed an ETL (Extract, Transform, Load) pipeline using **Python**, which leverages **BeautifulSoup** for data extraction and **Selenium** for **automation** to fetch over 20,000 property data points from various online sources for a research project in the real estate industry. This pipeline streamlined the process of ingesting the extracted data into a database, enabling a comprehensive analysis of industry trends.

Senior Associate, Analytics

Tyroo, Snapchat's Official SEA Partner, India

01/2019 - 12/2021

- Led cross-functional teams to plan, monitor, and execute campaigns driving a 20X surge in revenue.
- Developed creative solutions to improve key business objectives, resulting in a 120% revenue uplift.
- Designed dashboards to monitor campaign performance metrics (clicks, install, sign-up, purchase/transaction, etc) and generated monthly projection reports through linear regression modeling using Python.
- Conducted **A/B testing** and advanced data analysis using Excel (Pivot Table, VLOOKUP) to optimize campaigns, resulting in a 90% conversion rate for online sales

Business Analyst, CEO's Office

Apeejay Styra Group, India

06/2017 - 01/2019

- Devised and executed a successful market entry strategy that increased revenue by 50%, through identifying untapped customer segments and introducing new products, leading to an overall uplift of 120%.
- Managed the company's P&L statements by implementing cost-effective measures and analyzing financial metrics, resulting in savings of \$50k annually.
- Developed data-driven insights using Python, Excel, and SQL to create custom-fit products for specific audiences

Research Analyst, Intern

Ernst and Young(EY), India

06/2016 - 07/2016

- Conducted in-depth analysis on emerging technologies and trends to inform leadership decisions, resulting in the successful adoption of new tools that improved data security.

ACADEMIC PROJECT EXPERIENCE - [PORTFOLIO](#)

[A/B Testing Vungle Case Study](#) : A controlled experiment design and detailed statistical analysis of the Vungle A/B testing case study, revealing significant improvements in ad-serving efficiency & profitability with a new algorithm.

[Attendance Prediction Project](#) : Executed end-to-end prediction modeling using machine learning algorithms like Random Forest and XGBoost to predict attendance for LA Clippers' final season game.

[Big Data Project \(Covid effect on e-commerce sales\)](#) : Designed a Hadoop and Apache Spark framework to analyze the impact of Covid-19 on e-commerce sales, providing insights for strategic decision-making.

[Applied Machine Learning Project](#) : Built predictive models for FIFA players salary using EDA, feature engineering, and pipeline implementation. Explored multiple machine learning models with hyperparameter tuning for optimal results like **Logistic Regression, Decision Tree, Random Forest**, and **KNN** model with **AdaBoost**.

[Wharton Case Study](#): Collaborated with 5 members in an A/B Testing case competition, contributing to the **winning team** using the **epsilon** first strategy. Optimized consumer goods product options including price, tagline, image, features, and call-to-action with a **profitability margin of 82.7%**.

[Redefining Payment Systems](#): Managed a team to implement a unified data analytics approach for a payment firm using **AWS data analytics** cost-effective and easy-to-maintain solutions.

TECHNICAL SKILLS

Programming: Python(NumPy, Pandas, Scikit-learn), R, SAS

Database: MySQL, PostgreSQL

Software & tools: Alteryx, Tableau, Microsoft Excel, Azure Databricks, AWS

Relevant Coursework: Applied Machine Learning, Natural Language Processing, Prescriptive Analytics, Big Data, Database Management, **Causal A/B testing**, Natural Language Processing, Advanced Statistics, Applied Econometrics, Organising Business Platform(AWS Data Analytics/Machine Learning)

Soft Skills: Storytelling, Team player, Creativity, Critical Thinking, Presentation

Certifications: AWS Cloud Practitioner, Applied Machine Learning(UTD), Data Scientist (DataCamp)

ORGANIZATIONS/ LEADERSHIP EXPERIENCE

Microsoft Ambassador, Campus

08/2023-Current