

## Shubham

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## EDUCATION EXPERIENCE

**The University of Texas at Dallas**

*Master of Science, Business Analytics*

Tentative-December 23

CGPA: 3.8

**Delhi University, Netaji Subhas Institute of Technology, New Delhi**

*Bachelor of Engineering, Computer Engineering*

May 17

## CERTIFICATIONS AND TECHNICAL SKILL EXPERIENCE

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

Software & tools: Tableau, RStudio, Pycharm, TensorFlow, Anaconda, Hadoop, Hive, Spark, Map-reduce, Alteryx, MS Excel

Databases: MySQL, PostgreSQL, MongoDB

## PROFESSIONAL EXPERIENCE

**TYROO, Snapchat's** Official SEA region Partner, Gurugram, India

January 19 - December 21

Senior Associate- Strategy and Operations

- Received, cleaned, and prepared Snapchat data for analysis using **SQL**, **Excel/ Google sheets fetching real-time data from Google BigQuery**, and **Tableau** for visualization to build a campaign deployment strategy that resulted in 20X growth for startups like Dunzo(backed by Google)
- Prepared Snapchat monthly projection using **Linear regression model** on **Excel** for specific audience segments which resulted in a lift in M-O-M ROI of 20 basis points for startups like Curefit(backed by Accel investors) as per given **Key Performance Indicators(KPIs)** like cost per user-acquisition, cost-per-install, etc
- Achieved a conversion rate of 90% by performing **A/B testing**, creative analysis(duration, text density, etc), audience **segmentation** (age group, gender, etc), and campaign analysis(Lookalikes, retargeting, etc)
- Led multiple accounts with a team of 2 by hiring and training new team members

**APEEJAY STYA GROUP**, Gurugram, India

June 17 - January 19

Business Research and Execution Analyst, CEO's Office

- Developed an insightful approach to improve key business objectives, increased revenue by 120% by devising market entry strategy, product development plans, financial modeling, maintaining P&L, and benchmarking competitors
- Achieved 20% M-O-M revenue growth as per cost analysis by product placement with break-through pricing strategy
- Achieved a 20% increase in students admissions as a KPI by developing and implementing insights from the school's data for creating best-fit products for specific audiences by preparing/cleaning data with **Python/ Excel**, and **SQL**

## ACADEMIC PROJECT EXPERIENCE

Big Data Project

October 22 - November 22

- Used 3 different open datasets from Kaggle to identify if covid had an effect on e-commerce sales
- Executed a framework using **Hadoop**, loading data to HDFS for storage on Linux, and **Apache Spark/PySpark** using **Jupyter** notebook
- Developed insights and recommendations by querying using **SparkSQL**, and using **Tableau** for **Data Visualization**

Applied Machine Learning Project

October 22 - November 22

- Developed models for predicting a player's salary using FIFA dataset(open dataset from kaggle), performed **EDA**, removed variables basis **correlation**, performed **feature engineering** by adding a new variable using existing independent variables, and implemented **pipeline** for data pre-processing and training the dataset
- Experimented with **Logistic Regression**, **Decision Tree with hyperparameter tuning**, **Random Forest with hyperparameter tuning**, **SVM**, **Lasso Regression**, **Ridge regression**, and **KNN** model with **AdaBoost**.
- Achieved an accuracy of 94% with Random Forest

Predictive Analytics Project, Business Analytics with R

January 22 - April 22

- Performed dimensionality reduction using **Principal Component Analysis (PCA)** for extraction of significant features
- Experimented with **Logistic Regression**, **Decision Tree** models to predict loan defaulters with an **accuracy** of 84%

## ORGANIZATIONS/ LEADERSHIP EXPERIENCE

Business Analytics Leadership Council, Member

Data Science Club, Officer

April 22-Current

August 22-Current