

Shubham

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SUMMARY

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

EDUCATION

The University of Texas at Dallas

Master of Science, Business Analytics (Data Science Track)

12/2023

CGPA: 3.7

Delhi University, Netaji Subhas Institute of Technology, New Delhi

05/2017

Bachelor of Engineering, Computer Science

PROFESSIONAL EXPERIENCE

Business Analyst, Intern

HotelKey, Dallas, USA

09/2023 - Current

- Implemented ETL processes using SQL and Python to extract data from **API**, XML, PDF files(**structured, semi, and unstructured** data), cleaning and transforming data for automating business processes like reconciliation processes for Operational Audit reports, transactional reports, reservations, rate calendars, and closed folio reports, improving operational efficiency by 90% 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 **data 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 Ad Monetization SEA Partner, India

01/2019 - 12/2021

- Led cross-functional teams in account management, focusing on business growth by integrating root cause analysis to strategize, monitor, and execute marketing campaigns and driving a 20X surge in revenue.
- Developed creative solutions to improve key business objectives, resulting in a 120% revenue uplift.
- Designed dashboards using business intelligence tools like Tableau and Google analytics to monitor campaign performance metrics (clicks, install, sign-up, purchase/transaction, etc) and generated monthly projection reports for enterprise accounts through linear regression modeling using Python.
- Conducted **A/B testing** and advanced data analysis using Excel (Pivot Table, VLOOKUP) to optimize marketing 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 go-to-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

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 the LA Clippers' final season game.

[Big Data Project \(Covid effect on e-commerce sales\)](#): Designed framework using big data technologies, Hadoop, and Apache Spark 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' salaries 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**.

[Prototype Interactive Marketing Analysis A/B Testing Tool](#): Developed an interactive Dash-based A/B testing application for marketing data analysis, incorporating real-time data visualization and statistical tools, enhancing decision-making and strategic marketing outcomes.

[Microsoft Azure Databricks Formula 1 Analysis](#): Developed **PySpark** scripts for data ingestion, transforming CSV, JSON, and XML into a relational data model schema. Established a parquet-based data lake and implemented scheduled jobs for incremental loading. Designed Power BI dashboards with **SparkSQL** to display key performance metrics for teams and racers.

TECHNICAL SKILLS

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

Database: MySQL, PostgreSQL, NoSQL

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**, Predictive Analytics, Advanced Statistics, Applied Econometrics, Organising Business Platform(AWS Data Analytics/Machine Learning), Applied Econometrics

Soft Skills: Storytelling, Communication Skills, 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