Shubham

Dallas, Texas,75080 | +1-9452164379 | shubham@utdallas.edu | linkedin.com/in/shubham-utdallas/

EDUCATION

The University of Texas at Dallas   Tentative-December 23
Master of Science, Business Analytics   *CGPA: 3.8*
Delhi University, Netaji Subhas Institute of Technology, New Delhi   May 17
Bachelor of Engineering, Computer Engineering

TECHNICAL SKILLS

Programming: Python(NumPy, Pandas, Scikit-learn), R, SAS, Bash
Software & tools: AWS Athena,AWS S3, AWS Sagemaker,Hadoop, Hive, Spark, Selenium, Jupyter Lab, Alteryx, Tableau
Databases: MySQL, PostgreSQL, MongoDB

PROFESSIONAL EXPERIENCE

TYROO, **Snapchat**'s Official SEA region Partner, Gurugram, India   January 19 - December 21
Senior Associate (Analytics)
- Harnessed SQL/Google BigQuery/Excel/Google Sheets/Tableau to collate and cleanse Snapchat **real-time data** for analytical examination, driving a 20X surge in brand strategy deployment.
- Designed **dashboards** to effectively monitor campaign **performance** metrics and generated monthly projection reports through linear regression modeling, resulting in 20 bps improvement in M-O-M ROI for e-commerce brands as per given **Key Performance Indicators**(KPIs) like cost per user-acquisition, cost-per-install
- Utilized **A/B testing** tactics alongside **creative analysis**, audience segmentation and campaign analysis on Snapchat ad data to secure a 90% conversion rate, elevating DAU's & MAU's by 15%.
- Utilized **Tableau** for efficient data visualization of Snapchat campaign, uncovering patterns to form strategies & boosting revenue by 12%.

APEEJAY STYA GROUP , Gurugram, India   June 17 - January 19
Business Research and Execution Analyst, CEO's Office
- Crafted a comprehensive solution by devising market entry strategy, product development plans, financial modeling and maintaining P&L to improve key business objectives which resulted in 120% revenue uplift.
- Demonstrated sound fiscal management by achieving 20% M-O-M **revenue growth** through strategic & break-through product placement and **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**

Ernst and Young(EY), Gurugram, India   June 16 - July 16
Research Analyst, Intern
- Developed analytic solutions for Homeland Security by identifying innovative methods and conducting extensive research.

ACADEMIC PROJECT EXPERIENCE

Movie Recommendation System   August 2021 - August 2021
- Performed Exploratory data analysis and data wrangling for feature extraction on movie data set. Used cosine similarity to make predictions to generate a list of closely related movies.

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(**scraped** data using **Selenium**/**Beautifulsoup**), 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**.

ORGANIZATIONS/ LEADERSHIP EXPERIENCE

Data Science Club, Officer   August 22-Current