

# SHUBHAM GOYAL

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## PROFILE

Deep Learning, Machine Learning, and Natural Language Processing enthusiast with expertise in Data Analytics and Data Science. Proficient in Python, SQL, and data visualization tools, with hands-on experience in statistical analysis, predictive modeling, and business intelligence. Enthusiastic about transforming raw data into actionable insights to drive business decisions. Ready to contribute to innovative and challenging projects.

## EDUCATION

### Bhagwan Parshuram Institute of Technology

B-Tech, Electrical and Electronics Engineering

(2017-2021)

## SKILLS

**Languages:** Python, Structured Query Language (MySQL), NoSQL

**Packages:** NumPy, Pandas, TensorFlow, Scikit-Learn, Matplotlib, Seaborn, Nltk

**TechStack:** Deep Learning, Machine Learning, Natural Language Processing, Data Structures and Algorithms, Time Series analysis, Hypothesis Testing

**Tools & Software:** Visual Studio Code, Jupyter Notebook, Google Colab, MySQL Workbench, MongoDB, Power Bi, Tableau

**Soft skills:** Problem-Solving, Analytical Thinking, Communication, Diligence, Mindfulness, Time Management, Teamwork

## PROJECTS

### Ecommerce Product Categorization (UpGrad- Data Science Hackathon) 🔗

- Developed a text classification model to accurately categorize eCommerce products based on product descriptions.
- Applied NLP techniques (TF-IDF, word embeddings) and deep learning (LSTM with bidirectional layers, dropout, batch normalization, and callbacks) to improve categorization accuracy.
- Built and fine-tuned machine learning and deep learning models, optimizing hyperparameters to enhance precision, recall, and F1 score, achieving ~98% accuracy.

### Market Basket Analysis for Wallkart 🔗

- Analyzed transaction data to identify frequently bought-together items and optimize product placement.
- Discovered key product combinations, such as **rolls/buns & whole milk, yogurt & whole milk, and soda & vegetables**, to enhance visibility and sales.
- Identified most frequently purchased items & customer purchase patterns by day, aiding in better inventory & marketing strategies.

### Spam Detection 🔗

- Built a spam detection model using **natural language processing**, classifying messages as ham or spam.
- Evaluated multiple classifiers, with **support vector classifier** achieving **98%** accuracy and a **1.0** precision score.
- Implemented preprocessing techniques to improve text classification performance.

### FMCG Domain 🔗

- Used SQL to analyse ad-hoc business requests and designed a Power BI dashboard for sales insights.
- Boosted revenue **2x** across campaigns, with **4x** units sold in Diwali and **2x** in Sankranti sales.
- Identified top-performing offers: **₹500** cashback (Diwali) and BOGOF (Sankranti), while **25% & 50%** discounts underperformed.

## COURSES

- Data Analyst Course** – Code Basics (Nov,2023 – May,2024)
- Google Data Analytics** – Coursera (July-2024)
- Data Science Bootcamp** – UpGrad (Jun,2024-Present)

## INTERNSHIP

### Med Tour Easy | 4-Week Traineeship

(July-2024)

- Analysed a cosmetics dataset using Python (Pandas, NumPy, scikit-learn) to uncover insights.
- Applied t-SNE for dimensionality reduction and used Bokeh for interactive data visualization.

### AtliQ Technologies | 4-Week Virtual Internship

(May-2024)

- Performed data cleaning, transformation, and visualization to support business decisions.
- Assisted in developing interactive dashboards for strategic insights.
- Presented analytical findings to stakeholders to enhance data-driven decisions.

## EXPERIENCE

### Collegetravellers (Co-Founder) 🔗

(2019-2022)

- Orchestrating over 20 trips, fostering memorable experiences, and cultivating a vibrant community of travelers.
- Managed planning, Marketing, and Customer relations, ensuring high satisfaction and repeat business.

### Delhi NCR Memes 🔗

(2018-2022)

- Managed Instagram page with over 16000 followers, curating content and engaging with followers to drive growth.
- Developed and executed content strategies, increasing followers' engagement and page visibility.