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# SHUBHAM SRIVASTAVA

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Solution-driven graduate with an academic and Internship background in Data Analytics & Business Intelligence. Dedication to learning and adapting to evolving industry trends and using the knowledge of data modeling and business analysis techniques to develop predictive models and solutions to complex problems to ensure improved efficiency and productivity of businesses, and serve clients through continuous process improvement initiatives. Seeking a work environment that supports professional and personal growth.

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## SKILLS

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- **Programming Languages:** Python, R, SQL, C++, OOPS.
- **Data Science Technical Skills:** Machine Learning, Predictive Analytics, Data Analysis, Deep Learning, NLP, Statistical Data Analysis, Statistics, Computational Statistics, and Data Warehousing.
- **Data Visualization Tools:** Tableau & Power BI.
- **Deployment:** Netlify & Heroku.
- **Other Technical Skills:** Git & GitHub, WordPress, Data Structures, Microsoft Excel, HTML & CSS.
- **Management Skills:** Project and Risk Management, IT Strategy and Knowledge Management, IT Service Management, Analytical Thinking, and Problem-Solving.

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## HIGHLIGHTS

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- Skilled in libraries such as **sklearn, NumPy, Pandas, Matplotlib, Seaborn, and Keras.**
- Detailed Understanding and the implementation of the various **project management (Change, risk, Strategy, etc.) & IT Service Management** concepts to conduct the proper **business analysis (SWOT analysis, PESTLE Analysis) and generated reports, and insights.**
- Quantitative and Qualitative Analysis of large datasets of both structured and unstructured data to discover trends and patterns.
- **Performed Exploratory Data Analysis, Statistical Analysis, and various Data Pre-processing Techniques** on different domains of datasets to make data useful for creating Machine Learning and Deep Learning Models.
- Build various **regression, classification, and clustering algorithms** for prediction such as **Linear Regression, Decision Trees, Naïve Bayes, CNN, LSTM, and Attention.**
- Completed **End-to-End projects using ML, NLP, and DL concepts and Deployed them on Heroku and Netlify.**
- Executed some Data Analytics projects using tools such as **Tableau and Power BI** for Data Visualization.
- **Published 2 research papers** in Machine Learning Domains.
- Mentor, educate, and inspire students to understand the importance of integration of IT and IT Management.

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## EDUCATION

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- **Masters in IT And IT Management** **FEB 2020 – DEC 2021**  
Major: Data Management and Analytics  
University of Sydney, Sydney  
CWAM: 69.2
- **Bachelors in CSE** **JULY 2013 – MAY 2017**  
Major: Mainframe technology  
University of Petroleum & Energy Studies - Dehradun  
GPA: 67

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## WORK HISTORY

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1. **TUTOR – THE UNIVERSITY OF SYDNEY** **JULY 2022 – CURRENT**
  - Currently tutoring IT Service Management at the Postgraduate level.
  - Coordinated lesson plans, course materials, and discussion questions to prepare for the session.
  - Course including teaching **ITIL Lifecycle, Internal & External Analysis, Portfolio Management, Change management, Service Operations & IT Governance.**
  - Helped students develop critical thinking skills and strong study habits to improve grades.

## 2. CUSTOMER SERVICE - COLES

MARCH 2022-CURRENT

- Communicated **best practices to team members**, continuously helping to optimize standard operating procedures for responses to different concerns.
- Restored satisfaction and loyalty in customers by Delivering high-quality service to customers
- Defined problems and draw valid conclusions to build effective solutions for customers and staff.

## 3. BUSINESS ANALYST INTERN – ASHITA CONSULTANTS

AUG 2018- AUG 2019

- **Performed Requirement Analysis and gathered the data** from a variety of Sources.
- **Identified organizational challenges** through SWOT and PESTLE Analysis and helped stakeholders with objective formulation through consultations
- **Investigated and analyzed data sets to produce insights, reports, and strategic and tactical recommendations for change based on the identified issues.**
- **Performed gap analysis between solutions and the stakeholder need.**
- **Assisted with risks, issues, and project change management.**
- **Predicted trends and patterns** with attention to recruitment, and hiring practices based on the statistics.
- Based on metrics and analysis, clearly **communicated and recommended policies** and activities to improve the organizational culture.
- **Developed dashboards, reports, and visualizations to support client & Stakeholders' Objectives.**

## 4. UI DEVELOPER INTERN – SMART SOFTWARE TESTING SOLUTIONS

OCT 2017 – JAN 2018

- Worked on **the front-end part using HTML & CSS and coordinated with project teams** on development timelines.
- Determined business and functional requirements for business needs and directly communicated with the clients to understand their requirements.
- Tested programs and made necessary modifications. Modified existing designs to meet a unique need.

## 5. COLLEGE INTERN – WIPRO LIMITED

JUNE 2016 – JULY 2016

- Worked on IGRS Web Portal and **Ensured functionality & corrected before website launches.**
- Networked and built a presence with peers to facilitate the testing of the website.
- **Built reports and collaborated with a professional team to solve issues.**

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## RESEARCH PAPER

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### 1. EVALUATING CLASSIFICATION TECHNIQUES ON DIFFERENT CATEGORIES OF DATASETS

MAY 2018

- This paper addresses the question by investigating the relation & the variability that may exist between the data set and classifier bias using statistical analysis & the Machine Learning Algorithm.
- The research paper can be accessed at <http://ijssrd.com/Article.php?manuscript=IJSSRDV6I20166>

### 2. A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS MOBILE PHONES

SEPT- 2019

- This paper aims to analyze the factors that influence the consumer to purchase mobile phones.
- The research paper can be accessed at <http://ijssrd.com/Article.php?manuscript=IJSSRDV7I60163>

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## PROJECTS

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### PERSONAL PROJECTS

#### 1. HEALTH – CARE(ON-GOING)

JULY 2022 - CURRENT

- The purpose of this project aims to create a health care app that will help the users predict their associated diseases such as heart, malaria, covid, etc. **based on the ML & DL models.**
- **Will be deployed on AWS EC2 instance** (Ongoing).

#### 2. TABLEAU

AUG 2022

- **Sales insights of Walmart:** Created a Dashboard to get a holistic view of all the data behavior in different regions.
- **Churn Analysis:** Created a Dashboard to help businesses understand customers' behavior towards Bank policies.

#### 3. MOVIE RECOMMENDATION

APRIL 2022

- This project is a **Content-Based Recommender System** that recommends movies to a user by using the similarity of movies and the System analyses the sentiments on the reviews given by the user for that movie.
- Performed EDA graphically and numerically to understand Data's behavior.
- This project includes **Collaborative Filtering, Modeling, and NLP Sentiment analysis** to produce results.
- **Deployed on Heroku:** <https://moviesrecommend0211.herokuapp.com/>

#### 4. RAIN FORECASTING

MARCH 2022

- This is a **classification problem** and Included various Machine Learning algorithms

- The purpose of developing this app is to predict whether it will rain the next day or not. This model is based on the Rain Prediction in Australia dataset.
- Performed very **detailed Exploratory Data Analysis, feature engineering, and feature Selection techniques** to handle the varied and unstructured data.
- **Deployed on Heroku:** <https://australiarainforecasting2022.herokuapp.com/>

## 5. CAR PRICE PREDICTION

FEB 2022

- The focus of this project is to predict the selling price of a Car based on the different ML algorithms.
- This Project is a **Regression Problem**
- **Deployed on Heroku:** <https://carsellingpricepredictions2022.herokuapp.com/>

## 6. COTTON DISEASE PREDICTION

FEB 2022

- The purpose of this project is to classify the cotton leaf diseases based on the Deep Learning models.
- **This image Classification problem** includes **ML & DL algorithms** such as **SVM, CNN, and LSTM**.

## ACADEMIC PROJECTS

### 1. AI GUIDED FINANCIAL TRADING (Capstone)

NOV 2021

- In this project, we anticipated studying the economic patterns by digging deep into the historical data and market reaction using the technical indicators & trading strategies to predict the future direction of the markets.
- For this project, we have tried to **implement the new concept of external attention with stack layers of CNN & LSTM** for the prediction of Forex Prices.
- **My responsibilities:** Data Pre-processing and integration and implementation of CNN, LSTM, and Attention Model.

### 2. NOKIA REVAMP

NOV 2021

- In this Project, we assessed Nokia's situation back in the 1990s till its downfall. We had identified the reasons for their downfall & other external factors.
- We have conducted& implemented **SWOT Analysis, Risk, Change and Strategic Management, etc.**
- We prepared multiple reports and proposed a solution based on **Project management & IT Strategies & Values** that were completely based on the stakeholder's needs and requirements.

### 3. SENTIMENT ANALYSIS ON TWITTER – NLP

APRIL 2021

- For the project, I have used NLTK's Twitter dataset. I have implemented a **Twitter sentiment analysis model using RNN** that helps to overcome the challenges of identifying the sentiments of the tweets.

### 4. TABLEAU

OCT 2020

- Analyzed the US Cybercrime Attack dataset and created a dashboard and multiple visualizations to solve the different problem statements such as **Severity of attack, Intensity, etc.**

### 5. ANALYSIS OF WISCONSIN BREAST CANCER

APRIL 2020

- The focus of this project is to correctly predict the target class and improve it by checking the effectiveness of attributes using **different ML algorithms** such as **Naïve Bayes, SVM, Random Forest, etc.**

For More projects & their details visit my portfolio: <https://shubhamportfolio0211.netlify.app/> & <https://github.com/shubhamsrivastava951> (GitHub)

## CERTIFICATIONS

- Udemy: Python for Data Science and ML
- Udemy: Python
- Udemy: Statistics for Data Science & BA
- Udemy: Tableau Data Analyst Certification

- LinkedIn Tableau & SQL essentials
- LinkedIn: Data Analyst Certification
- LinkedIn: Building DL applications using Keras 2.0
- Edwisor.com: Data Science in Python and R