Siddharth Kushawaha

sid234k@gmail.com | LinkedIn | GitHub | Website | Jersey City, NJ, 07307 | +15512608978

EDUCATION

Stevens Institute of Technology | Hoboken, NJ   **Dec 2024**
Master of Science in Data Science   **GPA: [3.95/4]**
Relevant Coursework - Gen AI, Probability, Statistics, Optimization, DL, ML, Linear Algebra, Web Mining, Big Data

Manipal Institute of Technology | Manipal, India   **May 2018**
Bachelor of Technology in Electrical & Electronics Engineering | Minors in Business Management   **GPA: [8.19/10]**
Relevant Coursework – Web Dev, DSA, Cloud Computing, Marketing, Finance, Operations & Research

EXPERIENCE

Factspan Analytics | Bangalore, India   **Jun 2022– Jun 2023**
Senior Business Analyst
- Collaborated with cross-functional team to develop an **AI-driven Python framework** for sentiment analysis using **RoBERTa**, enhancing marketing strategies and vendor communications based on customer reviews.
- Developed a **fraud detection model** using the Hidden Markov Model, improving model accuracy by nearly **19%** and reaching an overall accuracy of **83.28%.**
- Conducted advanced **statistical analysis** using **Python and Tableau (TabPy)**, including hypothesis testing and multivariate analysis, to derive actionable insights from **email campaign datasets** and create a revenue forecasting model for Marketing Effectiveness Team; empowered stakeholders with real-time insights in **Tableau**, streamlining decision-making and driving revenue growth.
- **Recruited and mentored 4 Looker developers** for ongoing dashboard maintenance.

Business Analyst   **Jan 2021– Jun 2022**
- Took initiative to build **Voice Dashboard**, sending each vendor their monthly and weekly insights, effectively communicating it to Sr. Director of Marketing Eff., resulting in securing similar projects and a **25% revenue increase** from client's account and leading to a remarkable 9**7%** reduction in manual labor and culminating in a **promotion**.
- Designed and implemented **A/B tests** for marketing campaigns, resulting in a **15% increase** in conversion rates and optimizing resource allocation.
- Designed and maintained **ETL** pipelines using Apache Airflow, ensuring data integrity and timely updates for critical business reports.
- Responsible for automating **Tableau data migration** with **Python**, reducing manual labor by **95%**.

Associate Business Analyst   **Jan 2020– Jan 2021**
- Developed optimized **SQL** views in **BigQuery**, Data Mining, Clustering (Hierarchical and DBScan), and implementing ML (Revenue Forecasting) for effective decision-making in determining client connections based on record analysis.
- Implemented **Git** for version control in **Looker** and collaborative development, enhancing team productivity and code management efficiency.
- Served as the adept administrator for **Tableau Server and Looker**, ensuring smooth operation, maintenance, and robust security.

SKILLS

Programming Languages/Frameworks - Python, SQL, Airflow, HTML, PyTorch, Fast AI, Flask, Hugging Face, Spark
Databases - MySQL, SQL Server, Hadoop, S3
Tools - Alteryx, Looker, Tableau, Power BI, Git, Excel, Selenium, Gradio, Streamlit, Agile, JIRA, Confluence, Sagemaker
Cloud – Google Cloud Platform, AWS, Databricks

ACADEMIC PROJECTS

Online Conversion Ratio Analysis (Amplify Analytix) | Freelance
- Employed statistical techniques including **SMOTE**, **MICE**, **Power Transformation, chi-square, ANOVA**, and **Ensemble** to extract insights and developed predictive model with **88%** accuracy for prospect identification, optimizing audience targeting and boosting campaign performance through precise **CTR** and **CVR** forecasts.

Intellidata: AI Assisted Data Science Platform
- Developed an AI-assistant for EDA and ML tasks using **dotenv**, **Langchain** and **Streamlit** for deployment.

ACHIEVEMENTS

- Awarded **"Earn Trust"** Leadership skill; expanded project portfolio and increased account revenue by 25% through enhanced client relationships.