KUSH SHAH

Santa Clara, California

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EDUCATION

Santa Clara University   *Santa Clara, CA*
MS in Information Systems, GPA: 3.94/4
June 2026
- **Relevant Coursework:** Data Analytics with Python, Object Oriented Programming & Analysis

Pandit Deendayal Energy University   *Gandhinagar, Gujarat*
B.Tech in Computer Engineering, GPA: 9.72/10   *May 2024*
- **Relevant Coursework:** Data Intelligence & Modelling, Big Data Analytics, Data Mining, Natural Language Processing, Machine Learning

TECHNICAL SKILLS

Programming Languages: Python, Java, R, SQL, Scala, JavaScript
Frameworks: Pandas, Scikit-learn, TensorFlow, Librosa, Open-CV, Flask, NLTK, Spacy, HDFS, Spark, Pytorch, Pyspark, Python-docx, HTML/CSS
Databases: MySQL, PostgreSQL, MongoDB
Developer Tools: Git, HuggingFace, Kaggle, AWS, Databricks, VS Code, PyCharm, IntelliJ Idea, Jupyter Notebook, RStudio

RESEARCH EXPERIENCE

Predicting Success of Startups Based on Investment & Funding Details   *Oct 2023*
DOI: 10.1109/R10-HTC57504.2023.10461919

Analytical Review on Video Steganography Techniques   *May 2023*
DOI: 10.2139/ssrn.4428447

WORK EXPERIENCE

Cactus Creatives Private Limited   *Ahmedabad, Gujarat*
Jr. Python Developer   *Jan 2024 - May 2024*
- Leveraged neural network-based image segmentation models like SAM, to segment 3D rendered image and applied color masks to change the color of segmented regions.
- Threaded different camera sources to recognize faces using CNN and utilized system's processes for text to speech to greet users.
- Designed & Developed NLP application, implementing word encodings, named entity recognition, tokenization, text-based similarities to proof-read press releases word files and validate format and conditions. Achieved an accuracy of 92% and processing time of 15 seconds.

Tripster Web 3.0 Private Limited   *Ahmedabad, Gujarat*
Business Development Intern   *Apr 2023 - Dec 2023*
- Modelled an association rule mining algorithm on user's activity data to identify travel patterns & present travel recommendations
- Defined KPIs and developed performance dashboards in Tableau, reducing user acquisition costs by 12%.

Yhonk Private Limited   *Ahmedabad, Gujarat*
Data Analyst Intern   *May 2023 - Jul 2023*
- Built an interactive dashboard to track honking activities, identifying over 4+ instances of honking in sound sensitive zones.
- Leveraged SQL subqueries and window functions to conduct analysis, identifying honking patterns and driver specific insights.

Fusion Informatics Limited   *Ahmedabad, Gujarat*
Data Science Intern   *Dec 2022 - Feb 2023*
- Designed a selenium-based web automation pipeline to execute seamless data scrapping & deployed it on amazon web service.
- Integrated client's sales data & built a sales forecasting dashboard using Simple Moving Average models.

PROJECTS

Insight Extraction on US Car Accident Data | Python   *Oct 2024 - Dec 2024*
- Processed 7.8M+ raw accident records by applying custom functions to replace null values keeping the seasonality of data intact along with additional data cleaning.
- Analyzed impact of covid-19 on accident rates across the United States. Demonstrated findings in interpretable visualizations created using seaborn and matplotlib.
- Observed the effect of road safety features on accidents and trained a decision tree & Apriori algorithm to look at patterns of road features leading to accidents .

Predicting Success of Startups | Python, R, SQL   *Jan 2023 - May 2023*
- Researched about the domain, analyzing challenges faced by startups & identified indicators considered by investors.
- Reviewed Crunchbase's Startup dataset, applied data cleaning techniques, feature engineering, feature normalization.
- Trained SVM, Random Forest, Logistic Regression & Naive Bayes to classify startup success achieving 94% true negative rate.

CERTIFICATIONS

- Completed Statistics Foundation Course on LinkedIn Learning.
- Ranked 2nd nationally in Marketing Analytics (NPTEL) covering concepts like recommender systems, and other martech concepts.
- Certified as Tableau Desktop Specialist.
- Received Google Data Analytics certification (Coursera).
- Excelled in Cognizant's Virtual AI Program applying data analysis & modelling, model building, interpretation and production.