Smriti Sunil

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Education

The University of Texas at Dallas, Richardson, Texas May 2026
Master of Science, Computer Science

University of Mumbai, India May 2024
Bachelor of Engineering, Computer Engineering - **Honors in Data Science**

Skills

- **Data Processing, Manipulation & Analysis:** Python (Pandas, Numpy), R, Scikit-learn, Apache Spark, Hadoop
- **Database & ETL:** MySQL, PostgreSQL, MongoDB, Google BigQuery
- **Statistical Analysis & Machine Learning:** Hypothesis Testing, Regression, Clustering, Predictive Analysis
- **Data Visualization:** Power BI, Tableau, Matplotlib, Google Data Studio
- **Cloud & Workflow Management:** Git, Scrum, MS Office (Excel, Power Point), AutoCAD, Microsoft Azure, AWS
- **Other Programming Skills :** C, HTML, CSS, JavaScript, PHP, Bootstrap, Node.js
- **Certifications:** Certified Power BI Analyst - Microsoft, Google Data Analytics, IBM Data Science
- **Relevant Coursework:** Statistics for Data Science, Database Design, Big Data Management & Analytics, Machine Learning

Professional Experience

ITECH Digital Forensics, Mumbai, India June 2022 – August 2022
Data & Web Analyst Intern

- Extracted and analyzed web traffic and client behavior using Google Analytics and SQL server, enabling targeted outreach to high-interest institutional and enterprise clients.
- Created interactive Tableau dashboards that visualized engagement trends, demo requests, and user behavior across 50+ products, helping the company identify which tools were gaining the most traction.
- Assisted in website migration to AWS, analyzing and refining database structures to improve performance, resulting in reduced average page load times by 2.4 seconds and improved data processing efficiency.
- Enhanced product page layouts and CTAs for key forensic tools using HTML, CSS, and Bootstrap, leading to a 40% increase in technical brochure downloads and a noticeable rise in demo requests from clients.
- Shared weekly data insights with sales and marketing, helping them prioritize top-performing products and improve follow-up strategies, which contributed to a 25% increase in lead response rate.

Academic Projects

Job Market Analytics & Salary Trend Visualization — Python, SQL, Sckit-Learn, PowerBI August 2024

- Designed and developed a data-driven platform to analyze over 10,000 job postings, aiming to identify current skill demands, salary benchmarks, and regional job market trends for aspiring data analysts.
- Performed end-to-end data cleaning, preprocessing, and exploratory analysis using Python (Pandas, NumPy) and SQL, identifying high-growth roles and in-demand skill sets.
- Built and tested Scikit-learn models to forecast salary ranges with 85% accuracy based on job title, location, experience, and skills.
- Built interactive Power BI dashboards to visualize in-demand skills, salary distributions, and job density by region, helping to improve job match recommendations by 30% and improving data-driven decision-making for job seekers.

Movie Recommendation System — Python, SQL, NLP, ETL,Tableau, Machine Learning June 2024

- Developed a content-based recommendation system using Python and NLP techniques (TF-IDF, cosine similarity) to suggest personalized movies based on user preferences, addressing the challenge of content overload.
- Performed data cleaning and EDA on 50,000+ movie records using SQL and Pandas, extracting insights from user ratings, reviews, and metadata to improve the model's genre-based similarity scoring.
- Built an interactive Tableau dashboard to present movie trends, genre popularity, and user behavior patterns, resulting in a 15% improvement in recommendation precision and increased user engagement during testing.

A/B Testing & Marketing Analytics Dashboard — SQL, Python, Power BI, Excel January 2024

- Conducted an A/B test analysis using SQL and Python, performing statistical significance testing (t-test, chi-square) to compare user engagement and optimize promotional strategies for ACM student chapter events.
- Implemented an interactive Power BI dashboard, integrating Excel-based campaign performance data with calculated KPIs, trend analysis, and conversion rate visualizations.
- Identified patterns in user response that led the team to adjust campaign timing and messaging, resulting in a boost in email open rates and a 15% increase in event sign-ups among targeted student groups during the next outreach phase.

Publications

S. Rebello, S. Sunil, G. Lewis and S. Shaikh, "FortiShare: A Predictive Cloud File Sharing System for Detecting Intrusions," 2023 6th International Conference on Advances in Science and Technology (ICAST), Mumbai, India, 2023, pp. 405-410, DOI: 10.1109/ICAST59062.2023.10454961.