Sneha Vinod

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Education

Santa Clara University, Leavey School of Business **Anticipated March 2025**

Masters of Science in Information Systems, GPA: 3.9

Relevant Coursework: Big Data Modeling, Deep Learning, Data Analytics w/ Python

Santa Clara University, Leavey School of Business **December 2022**

Bachelors of Science in Management Information Systems, Magna Cum Laude, GPA: 3.8

Relevant Coursework: Statistics & Data Analysis, Data Science w/ Python

Teaching Assistant for Systems Programming w/ Linux

Technical Skills & Certifications

Python (pandas, NumPy, scikit-learn, seaborn, Matplotlib, TensorFlow Keras), MySQL, Java, Shell scripting

Tools: Tableau, Jupyter Notebooks, Databricks, IntelliJ, MySQL Workbench, Google Analytics

AWS Tools: Bedrock, Lambda, DynamoDB, API Gateway, EC2

Google Data Analytics Certification, Coursera 2023

Experience

Data Engineering Intern, Cadent - San Jose, CA June 2024 - August 2024

- Implemented Unity Catalog on Databricks to establish a unified data catalog and enable federated querying of 3 external data sources, improving data security and reducing data querying costs
- Created and configured external connections to BigQuery, Snowflake, and SQL Server to allow for unified data access through the Databricks platform

Data Science Intern, Cadent - Remote March 2024 - May 2024

- Optimized and deployed a probabilistic classification model into production to identify the likelihood of winning advertising bids, leveraging 150 million rows of data from a week of bidding records
- Explored how adjusting the size of training data and incorporating weights to emphasize common bidding scenarios impacted the efficiency and performance of the model
- Utilized evaluation metrics such as Brier Score, precision, and recall to test model performance
- Conducted feature engineering to introduce 4 new features and evaluate impact on performance

Market Development Intern, CommScope - Sunnyvale, CA June 2022 - Sept. 2022

- Developed a market development plan to increase revenue by $39 million and reach an 8% market share
- Identified high-potential segments of the US market and establish strategic partnership to drive growth
- Delivered data insights on how to increase revenue to Business Development and Sales teams by creating data visualizations using Tableau

University Projects

Generative AI Chatbot Project, PayActiv

- Trained a customer service chatbot, for a Fintech company, to address user queries related to account creation, ensuring responses followed privacy guidelines and did not disclose sensitive information
- Developed backend API functions to allow the chatbot to query and modify relevant databases
- Conducted prompt engineering and iterative testing to optimize agent responses
- *Tools used*: Amazon Bedrock, Anthropic Claude, AWS Lambda, Amazon DynamoDB, API Gateway

Data Analytics & Machine Learning Project w/ Python

- Built a Classification model with a Random Forest Classifier that identifies the most valuable factors in predicting whether a company's stock is valuable to purchase