SRINIDHI SHUKLA

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Career Profile

A passionate Data Scientist with significant experience in Data Science, Analytics and Visualization, as well as expertise in Design and Management, who enjoys exploring new methods to experiment with data to make it more relevant and appealing by cultivating my abilities in them, in search of opportunities that will allow me to unleash my creative potential.

Education

- Master of Science in Data Science, University of North Texas, Denton, Texas, GPA: 3.91 — *Jan '20- Jul '21*
- Bachelor of Engineering in Computer Science Engineering, Osmania University, Hyderabad, India, GPA: 3.6 — *Sept '13- Jun '17*

Skills

Technical

Programming Languages	: PYTHON (TensorFlow, NumPy, SciPy, Pandas, Matplotlib, Keras, SciKit-Learn, PyTorch, Scrapy, Matplotlib, Seaborn), SQL, HTML, CSS
Concepts:	: Data Visualization, Data Extraction, Transformation, and Loading, Data Wrangling and Data Exploration, Database Management, Machine Learning, Deep Learning, Business Intelligence, NLP, Textual Data Analysis, Neural Networks, Statistics, Calculus, Big Data Processing, SAS, Storytelling, Structured Thinking, Predictive Analysis, Social Media Analysis and Marketing, Cognitive Computing, Agile, UAT

Tools:
- Data Analysis : PyCharm, Jupyter, OpenRefine, MS Excel (Pivot Tables, Arithmetic and Array Functions, Power Pivots)
- Data Mining : RapidMiner, SAS Enterprise Miner
- Data Visualization : Tableau (Dashboards, Stories), MS Excel (Dashboards, Pivot Charts), Power BI
- Cloud : Salesforce, Google Cloud Platform, Spark (PySpark), Hadoop, Hive (HDFS commands, HiveQL)
- Social Media Analytics : Google Analytics
- Other : GitHub, Canva, Adobe Creative Suite, Microsoft Suite (Excel, PowerPoint, Word, Outlook, Visio)

People
- Client Interaction, Customer Management, Team Management, Problem Solving, Event Planning and Management

Art and Design
- Graphic Designing, Web Designing, Mandala Art, Illustrations, Doodle, Poster Making, Comics, Content Writing

Work Experience

Tech Mahindra, Software Engineer (Hyderabad, India) — *Mar '18- Nov '19*

Responsibilities:
- Analyzed the quality requirements and technical design specifications of banking applications to provide profitable business insights and practical inputs to increase the performance.
- Built possibly well-built test plans and cases with HP ALM and Salesforce in order to deploy testcases in backend technologies such as Loan Origination Information System, Lazer Pro Mortgage, and LoanFx Dragonfly and perform User Acceptance Testing with large amounts of data retrieved using Oracle SQL Developer.
- Supervised and trained new hires.

Achievements:
- '*Bravo Award*' for outstanding performance and for driving positive change at work.
- Worked on the highest number of projects in the team.

Josh Hyderabad- Tech Mahindra, Social Media Analyst (Facebook-Instagram-Twitter), Event Manager — *Feb '19- Nov '19*

Responsibilities:
- Managed and contributed to the creation of marketing content for socialization and usage on social media (videos briefs, case studies, blog posts) as a volunteer of a branding team at Tech Mahindra, Hyderabad.
- Supported SEO approaches by analyzing keyword priority and how they fit with content marketing objectives.
- Used social media metrics (Facebook Insights, Twitter Insights, Instagram Insights), social listening tools (Zoho Social, Google Analytics), and general analytics to analyze data and evaluate against strategic goals to increase the audience reach by 60%.
- Designed, developed, and integrated content for mass communications across the organization utilizing a range of platforms (Salesforce Marketing Cloud, MS Outlook, MS Office, Canva).

Achievements:
- '*Bravo Award*', for exhibiting sheer commitment and the desire to win.

COE Software Technologies, Data Analyst Intern (Hyderabad, India)   *Dec '16- Mar '18*

Responsibilities:

- Compiled, structured, and analyzed hospital data utilizing SQL and Python (Machine Learning, A/B Testing) to discover patterns and trends to aid in the delivery of effective healthcare management and decision making and to meet administrative requirements and goals.
- Used SQL widely to extract and join data to construct new tables for usage in Tableau and PowerBI dashboards.
- To obtain insights further into healthcare data, conducted the initial statistical exploration and improved the performance optimization using Python and Microsoft Excel.
- Efficiently communicated and worked directly with customers to maximize customer satisfaction by 48%.

Achievements:

- Collaborated with clients to build quality improvement strategies based on opportunities found using market data analysis.

Design and Management Experience

North Texas Daily, Artist, Illustrator (University of North Texas, Denton)   *Jun '20- Aug '20*

Achievements:

- Designed a variety of conceptual illustrations for articles as well as the front page for the 'Back to School' edition of the university's newspaper.

Doodle.py, Artist, Illustrator, Social Media Manager (Art Portfolio)

Achievements:

- Instagram handle to connect with clients and display my work that includes a variety of Company Logos, Storyboards, Wall doodles, Comics, Advertisements and Posters.

Academic Projects

ReadIt: A Multilingual Text to Speech Tool for OCR and Text Summarization Models   *Jan '21- May '21*

- A tool to perform a) Multilingual text extraction and conversion to speech from images and b) Text summarization and conversion to speech using textual data.
- Technical Stack: Python, OCR, NLP, Tesseract, TextRank Algorithm

Trend Analysis Using Resume Data: *Aug '20- Dec '20*

- Data retrieving, cleaning, and analyzing the software trends in the computer industry using text corpus from the dataset containing resumes of individuals.
- Technical Stack: RapidMiner, Microsoft Excel, Textual Data Analysis, Market Basket Analysis

Identifying Hypertension Cases Using Classification Models: *Aug '20- Dec '20*

- Prediction of hypertension based on health, biomedical, and socio-economic status data.
- Technical Stack: SAS Enterprise Miner, Microsoft Excel, Classification models

COVID-19 Analysis: *Aug '20- Dec '20*

- Analysis and visualization of patterns of COVID-19 outbreak across the world and USA in particular.
- Technical Stack: Microsoft Excel, Data Preprocessing, Microsoft Excel Functions

The Pandemic Pass-time: *May '20- Aug '20*

- A database collection of content related to movies/series from over-the-top media services such as Netflix, Amazon Prime Video, Hulu etc.
- Technical Stack: SQL, MySQL Workbench, Data Modeling, Database Management

The Netflix Revolution: *Jan '20- May '20*

- Stock market prediction and visualization of Netflix during the COVID-19 pandemic.
- Technical Stack: Tableau, Python, Regression Algorithms, Matplotlib and Seaborn Visualizations, Exploratory Data Analysis

The Meter of Smart Age - Meter Extreme: *Jul '16- Jun '17*

- Prediction of electricity demand over an area by collecting the consumption related data using mesh networks and a central server.
- Technical Stack: ESP8285, MQTT protocol, Python, MySQL Workbench, Internet of Things, RDBMS