Ayshwarya Srinivasan

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EDUCATION

Carl H Lindner College of Business, University of Cincinnati, Cincinnati Ohio. *Expected Aug 2020*
Master's in Business Analytics (Recipient of Merit scholarship) *GPA: 3.98/4*
Courses**:** Probability Models, Data Wrangling, Data Mining, Time Series & Forecasting, Data Visualization, Statistical Modeling & Computing, Applied Linear Regression, Optimization, Simulation Modelling, Big Data Integration

SSN College of Engineering, Anna University, Chennai, India *Apr 2015*
Bachelor of Engineer in Computer Science and Engineering *CGPA: 8.01/10*
Courses**:** Data mining, Probability and Queueing theory, Artificial Intelligence, Database Management Systems, Data Structures

PROFESSIONAL EXPERIENCE

Data Engineer | Fidelity Investments, Chennai, Tamil Nadu *Aug 2015 - Jun 2019*
Database and Web API developer for customer profiling platform.

- Performed data migration of 6000 Customer Reps' data from Oracle 11g to Salesforce by packaging rep, customer, household, and other customer data.
- Created a data model and built a framework to migrate web services from Oracle 11g to Cassandra to convert a batch process to a near real time process reducing overhead time from twice a day to less than 10 seconds.
- Created a generic framework for JUnit Testing to ensure at least 40% of the bugs are caught even before QA.
- Identified and rectified load balancing issues of service calls in production sites that reduced call failures.
- Designed a Customer churn analysis report as part of Citizen Data Scientist initiative to predict Customer Attrition using Sentiment analysis and Decision trees with 78% accuracy.
- Led a team to create a framework for automating Oracle Build process which brought down the build time from 8 hours to 10 minutes.
- Designed and executed a data framework for onboarding executive customers from 20 companies.
- Automated scripts in Hadoop to send out emails to perform purge and retention; to perform data refresh to reduce an FTE's weekly task of 4 hours down to 12 minutes.

SKILLSET

- **Programming languages**: R, Python, SQL, Pl/SQL, Unix scripting, Java, VBA, MS SQL
- **Machine learning techniques**: Regression, KNN Clustering, Dimensionality Reduction, Random forests, NLP, Data Modeling
- **Tools & Frameworks**: Tableau, SAS, SpringMVC, JUnit, Excel, RShiny, Monte Carlo, Xpress

PROJECTS

- **Trend analysis for Red blood cells in the blood center** | *Consultant - Business Analyst for Hoxworth Blood Center:* **(Excel, VBA, MS SQL)** Reverse engineered data from existing reports and created a database of historic data and performed trend analysis to understand the future supply of Red blood cells in the system. This helped them organize blood donation drives and campaigns.
- **Detection of Sarcasm in Headlines (Python, Keras):** Created a deep learning model to identify sarcasm in news headlines by performing NLP operations such as Lemmatization, Vectorization and applied Keras model with hyperparameter tuning and achieved an accuracy of 84%
- **Women in workplace analysis (R)**: Performed Data Wrangling to analyze historical data for identifying biases women face in the workplace and how it affects representation and compensation.
- **Forecasting mean Temperature (Time Series Modeling, RShiny):** Created a forecasting model to predict the mean Temperature in Delhi based on past data. The model was visualized using RShiny with capabilities to predict for up to 12 months.
- **Sentiment Analysis of Twitter data (Python, Naïve Bayes, Weka)** – Performed sentiment analysis of twitter data to gauge public response for Socio-economic events and published a paper in the International Journal of Applied Engineering Research.

CERTIFICATIONS

- Data Scientist with Python – Datacamp
- AWS Fundamentals - Coursera