

# Sumeet Kumar Singh

**Tableau Desktop Specialist** | <https://linkedin.com/in/sumeetksingh> | sks190000@utdallas.edu | +1(214)-517-5723

## EDUCATION

**The University of Texas at Dallas** - Master's in Information Technology and Management, **GPA: 3.6/4**

**May 2021**

**Dayanand Sagar College of Engineering, Bangalore** - (BE) in Information Science Engineering

**July 2017**

## TECHNICAL SKILLS

**Programming:** Python, R, SQL

**Data Visualization and Modeling:** Tableau, PowerBI, GGplot, Seaborn, Visual Paradigm, MS Visio, Lucidchart

**Cloud:** AWS, VMware, Cloudera, Microsoft Azure

**Other Tools and Technologies:** RShiny, MySQL, Google Analytics, Hadoop, Spark, PIG, Flume, Sqoop, Apache HIVE, Virtualization, Linux, Advanced Statistics, Excel Analysis, CLI, Bootstrap, TCP/IP, Computer Networks, JIRA, Confluence

**Machine Learning:** Supervised Learning Algorithms, Unsupervised Learning Algorithms

## ACADEMIC PROJECTS

### Chicago Crime Activity Mapped | RShiny

**June 2020**

- Developed a RShiny App to visualize and map crime locations for a select range of dates. Integrated various Plots and Visualization as part of **Enterprise level** Dashboard

### AirBnB New York Price Listing Analysis | R, Tableau

**Jan 2020**

- Performed regression to predict the odds of the price increase of property with respect to other predictor variables. Analysed collinearity, achieved the highest **predictive accuracy** from multiple models
- Designed a Dashboard showcasing relationship between predictor variables by mapping them on Tableau

### West Houston Dentistry Marketing | Web Analytics, SEO, SEM, Google Ads

**Jan 2020**

- Created marketing campaigns for a local business using Google Ads, Increased the impressions by 40% and CTR by 4% throughout the campaign
- Analysed the KPI's and customized the Keywords for the ads which led to a 9% increase in conversion rates
- Segmented **customer behaviour** using Google Analytics and Increased customer acquisition by 20%

### Sentiment Analysis of Twitter Data | Python, PIG, HIVE, Hadoop

**Nov 2019**

- Loaded the aggregate data into a relational database for reporting, dash boarding and **ad-hoc analysis**
- Analyzed twitter user comments to perform sentiment analysis by assigning them positive or negative polarity using Hive and Spark

### Personalized Book Recommendation Engine | Hadoop, SparkML, HIVE

**July 2017**

- Developed a book recommendation engine using collaborative filtering, data mining, and predictive algorithms
- Integrated Hadoop into traditional **ETL**, accelerating the extraction, transformation and loading of unstructured amazon books dataset using HIVE and PIG

## BUSINESS EXPERIENCE

### Crowncloud.net

#### Systems Analyst

**Aug 2017 – Aug 2019**

- Designed database for inventory and customer data management to store records of numerous Hardware and 6000+ customers, increased **optimization** by 20% and reduced data redundancy
- Designed and developed Virtual Machine (VM) management portal '**CrownPanel**' using MySQL, PHP, and HTML, cutting earlier SolusVM portal's licensing costs by 90%
- Analysed **Cost and Benefits** for Marketing team by giving insights on Customer Behaviour utilizing Google Analytics
- Created **Recovery management system** to help automate Disk health check

### VMSTACK IT

#### Director, Bengaluru

**Aug 2017 –Mar 2019**

- Reduced services outsourcing budget of crowncloud.net by 60% through setting up an Indian subsidiary company
- Led the team of technical support staff and provided employee training to junior staff, co-ordinated with **cross functional** project teams and provided performance reports to senior advisory staff
- Involved in project planning, test plan documentation and responsible for assigning individual responsibilities