

Swarupa Vaishampayan

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Location: Ewing, NJ

EDUCATION:

Master of Science (M.S.) Information Science

(Aug 14 2017 - April 30 2019)

University of Pittsburgh, Pennsylvania, GPA: 3.52

Bachelor of Engineering (B.E.) Information Technology

(July 8 2013 – June 30 2017)

University of Mumbai, India, GPA: 7.56 (Scale of 10)

SKILLS:

Python, Tableau, SQL, SAS, R, machine learning, HTML, PHP, Java, C, JavaScript, CSS, Snowflake, SQL Server Management Studio, MongoDB, Neo4j, InfluxDB, Git, MATLAB, Jupyter Notebook, Android, Windows, Linux

WORK EXPERIENCE:

Sr. Data Analyst - Biopharm Communications, New Hope PA

(Jan 1 2022 – Present)

- Write algorithms for proprietary products and drive data driven initiatives.
- Utilize our internal data warehouse to provide with advanced targeting and segmentation capabilities.
- Provide historical campaign measurement based upon ROI, lift, etc. analysis.
- Collaborate with omnichannel strategy team to provide strategic insights for business development.
- Integrate large, complex data sets that meet functional / non-functional business requirements.

Data Analyst - Biopharm Communications, New Hope PA

(July 1 2019 – Dec 31 2021)

- Generate data insight reports to answer business questions.
- Write algorithms for proprietary products.
- Run ROI analyses for the executed marketing campaigns.
- Leverage data to help Client Solution and CRM teams during campaign lifecycle. Provide support for data engineering team with data cleaning and data ingestion.

Machine learning Intern - Bloom Impact P.B.C, Boston MA

(May 15 2018 - Aug 15 2018)

- Built regression model for their client credit scoring. Model captured 95% variability in data (r2 score ~ 0.95).
- Worked on Building classification model to detect abnormal entries made in the loan application.
- Performed data analysis to support business decisions. Built data visualization tools to track the leads.

Graduate Teaching Assistant - University of Pittsburgh, Pittsburgh PA

(Sept.1 2017 - Dec 31 2018)

- Grading of undergraduate students' projects and quizzes, exams for the course CS0449 System Software.

VOLUNTEER EXPERIENCE:

Off The Floor Pittsburgh - Database Developer and Data Analyst, Pittsburgh PA

(Oct. 1 2018 – Jan 1 2019)

- Designed SQL database for tracking and managing the inventory to optimize the logistics of the Organization.
- Analyzed the data to provide statistics and insights about the organization's ongoing efforts.

COURSERA CERTIFICATIONS:

University of Maryland: Android programming for handheld devices - 10 weeks

Rice University: Interactive programming in Python - 9 weeks

ACADEMIC PROJECTS: **Git Account:** <https://github.com/swarupasv>

House Prices Prediction – Kaggle competition

(Sept. 2017 - Nov 2017)

- **Rank on worldwide leaderboard: 45.** Used Pandas, scipy, Machine learning libraries such as sklearn and regression techniques to predict prices of houses based on 80 variables.
- Code URL: https://github.com/swarupasv/Houseprice_Prediction

Pitt Group Me

(Oct. 2017 - Dec 2017)

- Built a web based social network application for students and faculty in the university to find team members for their projects based on the common interests and required skill sets.