

# SWATHI R

Perceptive and logical Data Analyst with proven ability to communicate with both technical professionals and end users to identify and translate business requirements. Proven ability to build and working with teams of talented professionals to develop valuable process solutions to meet business objectives.

## EDUCATIONAL BACKGROUND

### 2021

PG Program in Data Science, Machine Learning & Neural Networks.

Data Trained Academy Noida.

### 2020

IBM Data Science Professional Certification with 89.9% score. (10 months course)

### 2020

B.E in Computer Science and Engineering with 8.32 CGPA. SCSVMV University, Kanchipuram-631 561, Tamil Nadu.

## SKILLS

**Languages** – Python, SQL, 'C', 'C++'.

**Tools & IDE** – Tableau, power BI, Advanced Excel, DataBricks, AirFlow, Periscope ,Superset.

**Python libraries**– Pandas, Numpy, Seaborn, Matplot, Scipy, Sklearn, etc.

**Algorithms & Techniques** – Classification, Clustering, Time Series Models, Web Scraping, NLP, Machine Learning, ANN, CNN, RNN, Keras, Tensor Flow for Image Data, Audio Text.

## PROJECTS

### Customer Churn Analysis

Constructed a Machine Learning model for a telecom industry to predict the customer who are going to churn from the network with comparison various attributes and compared with various Classification algorithms and found best accuracy of 91% with Random Forest Classifier.

### Resell Car Data Scraping and Price Prediction

This project aims to build an end-to-end application for scrap and predicting the Resell car price. Pipelines created – Data scraping, Data Collection, Feature Engineering, Feature Selection, Model Creation, Hyper parameter Tuning and Model Deployment.

## CERTIFICATIONS

- Tableau desktop certificate from Systemorzo IT training institute.
- Applied machine learning with python certificate from IBM developer skills network.
- Data Visualization and Communication with Tableau" certificate from Duke University through coursera.
- Pursuing Certification in "DA-100: Analysing Data with Microsoft Power BI"

## PROFESSIONAL EXPERIENCE

### Associate Data Analyst

#### Jumbotail

March 2022 – Present

- As a conversion specialist, I drove sales growth by analysing customer behaviour and implementing strategies to convert views into purchases. I increased app conversion rates by **15%** through **A/B tests** on successful **campaigns and app real estate**. I optimised the user experience by analysing data and providing insights, collaborating with the product team to prioritise and implement changes based on test results.
- I worked on a project for **demand signal enhancement** in a PLV environment, successfully implementing badges such as best-seller and personalized "Previously Purchased" badges. Through collaboration with cross-functional teams, we achieved seamless integration and utilized data analysis and statistical techniques to optimize customer engagement. This resulted in a significant increase in PLV to PPV conversion, rising from **5.6% to 7%** within just one week. The project effectively enhanced customer experience and drove improved sales performance.
- I developed an ML model to predict the success of campaign and how must it is accurate to achieve its goal . This involved analysing user behaviour and predicting their likelihood of conversion using ML algorithms.
- I set monthly targets and implemented **rewards programs** to boost customer loyalty and sales. Analyzing sales data and market trends, I created incentives like discounts and loyalty points. This led to a **75%** reduction in customer requests and a **20%** increase in customers meeting targets. Strengthened understanding of customer behavior and developed analytical and creative skills.
- Collaborated with the **pricing and margins** team to analyse market trends, pricing strategies, and customer behaviour.

### Data Science Intern

#### Fliprobo Technologies

May 2021 – Nov 2021

- Learned web scraping techniques to scrap and collect data from different web sources.
- Worked on ML projects from various domains by using proper data science life-cycle steps.
- worked on various text scraping and text data preprocessing projects.

### Research Associate

#### Aristocrat IT solutions PVT LTD

Dec 2020 – April 2021

- worked in quality checking of the journals
- worked with research team to come up with research ideas and goals.
- presentations and building a tool for their research.

### Machine learning Intern

#### National Informatics Center (NIC)

June 2019 – August 2019

Developed a module for counterfeit currency detection model using Image Processing techniques.