

Ullas Srivastava

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Education:

New York University

MS in Management of Technology

GPA: 3.6/4.0

Expected graduation: May 2021

Binghamton University, State University of New York, Watson School of Engineering

May 2017

Bachelor of Science in Computer Engineering

Technical Skills:

Courses: Machine Learning, Business Analytics, Data Engineering, Programming, Economics and Strategy, Project Management

Technical Skills: Tableau, Power BI, R, Python, SQL, Java, HTML 5, CSS, XML, JavaScript, Microsoft Office Suite, G Suite

Skills: Data Analytics, Business Analytics, Digital Marketing, Programming, Presenting

Softwares: R Studio, Jupyter Notebook, Photoshop, Premiere Pro, Lightroom

Professional Experience:

JoosFood

Digital Marketer

Mumbai, MH, India

March 2019 – August 2019

- Achieved a 53% increase in followers (from 100,000 to 150,000) for Instagram channel, @joosfood
- Organized and managed video content for the channel by coordinating the editing, shooting and design teams
- Collaborated with 23 collaborators while implementing the drip marketing technique to build and maintain relationships
- Executed the syndicated pricing model for social media platforms like Facebook and Instagram for all collaborators

Changing the Present (CtP)

Web Developer

New York, NY

September 2017 – June 2018

- Evaluated the current new design process and analyzed data to generate insights to pin point the problem areas
- Spearheaded the redesigning of workstream which decreased the development process from 5 to 3 days via wireframing
- Created an interactive ecommerce website using Java, Liquid, Bootstrap, JavaScript, CSS and HTML5

Taiijas Infotec

Software Developer Intern

Mumbai, MH, India

May 2015 – August 2015

- Developed an application in Android Studio using Java, XML and GUI concepts
- Devised automated test procedures using Selenium and Java to test the application
- Delivered seminars in Thakur College about Android Application Development for students and teachers

Project Experience:

YouTube Trending Video Content Strategy

Team Lead

New York, NY

December 2020

- Analyzed the trending videos and devised an engagement score to provide an engage content strategy for a Youtuber
- Collected historical data and performed statistical analysis to provide an Engagement Score to gauge video potential
- Provided visualizations to convey the results via Tableau and PowerPoint and provided examples for the content strategy

Home Credit Default Risk

Team Member

New York, NY

November 2020

- Predicted the customers' probability of loan repayment on a joint dataset with loan history and credit card usage
- Compared models' performance and chose gradient boosting tree because of its high accuracy of 73%
- Balanced dataset by oversampling and figured the best parameters for the model by performing grid search

Persona Modelling

Team Lead

New York, NY

October 2020

- Derived 5 personas to run an effective marketing campaign, based on the data from River University
- Split the dataset into manageable batches, cleaned the data and joined it with an external dataset, using SQL
- Performed normalizations and summary statistics to single out personas using the pipeline method, incorporating criteria

Regional Sales Review

Sole Creator

New York, NY

September 2020

- Assembled an interactive dashboard using Tableau to show sales in regions using custom layout, made in photoshop
- Analyzed the company's current sales and furnished a perspective to present in class using Google Slide

Walmart Business Challenge

Team Lead

New York, NY

November 2019 – December 2019

- Led a team of 5 to solve Kaggle's Machine Learning Challenge of predicting weekly sales and inventory from large datasets
- Eliminated 33% of irrelevant features to speedup model training on neural network, tree regression and random forest
- Selected tree regression which obtained 95.9% accuracy to estimate the inventory and sales for different stores in USA