

Varsha Venkatesh

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EDUCATION

Singapore University of Technology and Design (SUTD)

2018 - 2021

- Bachelor of Engineering (Computer Science and Design), Honours
- **Data Analytics** track with a minor in **Digital Humanities**
- SUTD Student Achievement Awards 2020 recipient

WORK EXPERIENCE

Avanade - Data Engineering, Analytics Senior Associate

2021 - Present

ClueUP – Product Design and User Research

2020 - 2021

- Designed a user-friendly prototype of the beta version of the ClueUP app, an emerging personal growth platform focused on helping students use their strengths and life skills to succeed through **user research and interviews**.
- Worked on business pitching and prototype demo to secure investors

Quod AI – Data Analyst Intern May 20 to Aug 20

2020

- Developed training datasets for the company's AI model that translates raw source code into natural language.
- Identified and annotated **JavaScript** and **Java** source code from over 1000 GitHub repositories and came up with logical taxonomy classes for the datasets through research.
- Analysed and interpreted trends in these complex datasets using Quod AI's backend software.
- Helped the AI model reach about 75% accuracy by reviewing performance, studying the results and providing ongoing reports.

HP Inc. – Computer Science Intern

2019

- Designed and developed tools that automate business processes carried out in the Materials and Manufacturing Operations (MMOPs) department using Python, VBA, MS Excel, Access and SharePoint.
- Extracted, interpreted and analysed data to identify key metrics and transform raw data into meaningful information, and visualised the data through user-friendly dashboards. Conducted user testing and deployed the tools.

ACADEMIC PROJECTS

Analysis of Covid-19 Sentiments on Social Media

2020

- Conducted an exploratory **data analysis** project to investigate the correlation between Covid-19 sentiments on social media and the infection rate using **Python**
- Scraped data from Twitter and Reddit, pre-processed it and tried various **machine learning** models such as Logistic Regression, Naive Bayes, Support Vector Machine, and BERT with Fine-Tuning to achieve the best result for multi-class classification.
- Evaluated our model (82% accuracy) and visualised the results using **data visualisation** (D3.js & Flourish) and reported our findings in a research paper format

Allocabl – Contact Center Routing for Alcatel Lucent Technologies

2020

- Created a routing engine using Rainbow cloud communication platform for contact centre agents to organise their incoming chat and call requests using **Java and JavaScript**
- Created a web page simulating a customer website with a chatbot using **JavaScript, HTML and CSS**
- Performed software testing using Selenium, Mocha and Chai

Harry Potter – Who said What? – Movie Dialogue Analysis

2019

- Identified trends in movie dialogues to analyze character development in the Harry Potter Series and got featured in [Digital Humanities Minor Honors Gallery](#) as one of the best class projects.
- Prepared a dataset of all the movie scripts and extracted the dialogues of the individual characters. Performed Dialogue Act Tagging using NLTK and NLP methods (**Python**)
- Created **data visualisations** using Flourish and **D3.js** to easily discover trends and summarize results and compared our predictions with our insights.

Smart Fridge - IOT

2019

- Created a Smart Home product implementing IOT to allow users to check the contents of their fridge and get food expiry reminders to tackle food wastage, by facilitating meal planning, grocery shopping and calorie tracking.
- Made a prototype device consisting of a modular camera device connected to an app that makes any fridge smart, using YOLO computer vision, **Adobe XD**, **Java** Android Studio and Firebase Realtime Database.

CO-CURRICULAR ACTIVITIES

President, Taal (SUTD Indian Dance Club)

2018 - 2019

- Lead the club to a promotion to an official club status.
- Headed a club of 50 members, set club goals and direction, recruited executive committee, schedule weekly sessions, arranged for performances with up to 500 audience members, budgeted the club fund of \$2000 and managed income.
- Increased club funding, and club size by 20 members

Secretary, SUTD Productions

2019 - 2020

- Managed the club's administrative matters, arranged meetings, liaised with the University, managed shoots and crew.
- Helped in ideation, scriptwriting, filming and editing creative videos published on SUTD Productions YouTube channel using **Adobe Creative Suite**
- Involved in the making of SUTD's first live talk show, The Sunrise Show

Project Director, Namaste (SUTD Indian Cultural Club)

2018

- Managed a team of 9 executive members to plan and organise a 3-hour programme that included various performances and food for SUTD students, staff and faculty to celebrate Deepavali and spread Indian culture. Acquired a turnout of 100 people.

SKILLS

- **Programming:** Python, Java, R, C++, JavaScript, HTML&CSS, SQL, Hadoop, VBA
- **Design:** Design Thinking Methodology, Adobe Illustrator, Adobe XD, Figma, Adobe Photoshop, Adobe Premiere Pro.
- **Others:** Microsoft Office
- Fluent in English, Tamil and Hindi (spoken and written).