Shubhanshu Gupta

shubhanshugupta.com

LinkedIn | Medium | Github | Google Scholar | Stack Overflow

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EDUCATION

National University of Singapore (NUS)
Master of Science in Business Analytics; GPA: 3.5/5

Singapore
Jul'18 - Aug'19 (Exp)

Dhirubhai Ambani Institute of Information and Communication Technology (DA-IICT)
Bachelor of Technology in Information and Communication Technology; GPA: 7.58/10.0

Gandhinagar, India
Jul'11 - May'15

PUBLICATIONS

Music Data Analysis: A State-of-the-art Survey
Academy of Science and Engineering (ASE), Fourth International Conference on BigData
(Acceptance Rate ~8.5%)

Harvard University, USA
Dec'14

Social Data Analysis: A Study on Friend Rating Influence
Women Who Code (WWC) Connect Conference

VmWare, **India**
Mar'17

EXPERIENCE

Dentsu Aegis Network | Data Analyst Intern   Dec'18 - Present (Singapore)

- Building models to optimize clients' business and marketing goals by winning the right ad impression at the right bid price.
- **Improved Precision score of existing models by 80%** using feature engineering, thereby improving the ad conversion/click rate.

Truebil.com | Software Engineer   Jan'17 - May'18 (Mumbai, India)

- Designed and implemented Truebil's Progressive Web App (PWA) backend in Python Django which **increased the overall Buyer Lead Conversions by more than 2x.**
- Integrated CRM (detailed blog post on https://bit.ly/shubhanshu-crm-blog) which brought departments working in silos such as post-sales, customer-service, etc onto one platform, **leading to increased customer satisfaction**.
- Visualized user journey and identified pain points by analyzing user activity through Elastic-Logstash-Kibana ecosystem.

LaughGuru.com | Software Engineer   Jan'16 - Jan'17 (Mumbai, India)

- Designed and implemented the user and sales analytics reporting platform. The former helped the customers visualize their progress and the latter, helped the management **visualize the sales key performance indicators (KPIs).**
- **Increased user retention** and lowered the bounce rate by reporting zero byte images among millions of images in AWS S3 bucket using Python Boto library, AWS Lambda, and S3 API.

MuSigma | Trainee Decision Scientist   Jun'15 - Oct'15 (Bengaluru, India)

- Built a decision board for measuring the performance of client's campaign for Apple iPhone - 6s.
- Restructured the rewards and loyalty scheme for a telecom client, **leading to personalized rewards to customers.**

Kensemble Tech Labs, ProMusicDB | Research Assistant   Oct'13 - May'15 (Gandhinagar - India)

- Studied how people engage, consume, and purchase music. **Published a research paper** to report the various Big Data, Machine Learning, Social Network Analysis and Linked Open Data techniques employed in Music Data Analysis.
- Built Ruby on Rails based search system for the product 'ProMusicDB - IMDB for Music', which **simplified the discovery of credits and information** of all artists in music industry.

PROJECTS

- **DonorsChoose.org Application Screening Challenge** - *(Kaggle Data Science Challenge, Python, NLP)*
  - Used **Part-of-Speech Tagging** to mine adjectives and adverbs to understand how well the essays have been written.
  - Gauged the quality of essays by the number of spelling mistakes using **Brown Corpus** from the **Natural Language Toolkit (NLTK)**.

SKILLS

- **Programming**: Python (Pandas, NumPy, scikit-learn, Boto, NLTK), Git, SQL, R, Django, CakePHP
- **Databases**: MySQL, postgreSQL, couchDB
- **Machine Learning**: Regression, Classification, Data Scraping, Visualization (Matplotlib)

EXTRA-CURRICULAR

- **Business Analytics Club | Founding President**: Founded Business Analytics Club at NUS; conducted data jamming sessions, career guidance activities, and alumni chat sessions.
- **TheCollegeStore - Bookly Web LLP | Founder**: Founded an online marketplace for students to buy and sell books. Scaled up to 35 colleges in less than six months. Received seed funding and incubation from a leading incubator 'iCreate' in Gujarat, India.