

EDUCATION

National University of Singapore (NUS) | NUS Computing and Business School

Master of Science in Business Analytics; GPA: 3.71/5.0

Singapore

Jul'18 - Sep'19

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

Digitas, Publicis Groupe | Data Scientist

Nov'19 - Present (Singapore)

- Building a framework to help clients in the FMCG & Hospitality sectors, understand their audiences in new markets. **Increased Engagement rate** of campaigns by 30% and **decreased media cost** by 21%. Using **DeepLearning** library for Named Entity Recognition, and **Natural Language Processing** to extract highly collocated words, to build audience insights.

Dentsu Aegis Network | Data Science & Engineering Intern

Dec'18 - Sep'19 (Singapore)

- Built framework to automate model training, deployment, tracking & reproducibility for better experiments and testing.
- Built **decision tree models** to create user segments & strategize winning the right ad impression at the right bid price.

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 building a system to log and track user activity.

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)

- Assisted in delivering reports, dashboards, and data analysis. 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 search functionality for 'ProMusicDB - IMDB for Music', which **simplifies the discovery of credits** of artists.

- Founded an online marketplace for students to buy and sell books. **Received seed funding and incubation.**
- **Scaled up to 35 colleges with 1000 paid MAUs** in less than six months. Mentored and led the team for product and business development.

SKILLS

- **Programming:** Python (Pandas, NumPy, scikit-learn, Boto, Spacy, NLTK), Git, SQL, R, Django
- **Databases & Big Data Technologies:** MySQL, postgresSQL, couchDB, Google BigQuery
- **Machine Learning:** Natural Language Processing, Regression, Classification, Clustering, Data Mining, Cleaning & Visualization (Matplotlib, Plotly, Tableau)

EXTRA-CURRICULAR

- **Business Analytics Club | Founding President:** Founded Business Analytics Club at NUS, conducted data jamming sessions, career guidance activities, and alumni chat sessions.
- **Hong Kong Smart City Datathon | Global Top 20 Finalists:** Designed Optimal Turn Around Time solution for Hong Kong Airport Authority using 3 months of airport data.