ANJALI

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SUMMARY

Accomplished Data and Software Engineer with 3+ years of experience in Data Analytics, Data Engineering, ETL pipelining, Data Management and Governance, Statistical Modeling, Machine Learning, Project Management and Software Development Lifecyle (SDLC)

WORK EXPERIENCE

Data Science Consultant Apprenticeship, Blueink, Buffalo, New York   Jan. 2024-Present
- Spearheaded communication with business stakeholders to **identify requirements** and break them into actionable data problems leading to optimized electronic signature solution and increased **customer engagement** by 10%
- Delivered **comprehensive market analytics** (reports and presentations), communicated issues and risks, driving targeted market campaigns and **5%** improvement in **sales performance**
- Designed **5+ Power BI reporting dashboards** enabling leadership to monitor key business metrics and take strategic decisions
- Collaborated with **cross-functional** teams across sales and marketing to **forecast** revenue using regression analysis and decision trees leading to reduction in annual operational expenses by **$5000 quarterly**

Software/Data Engineer 2, Dell Technologies   Aug. 2022-Jun. 2023
- Presented **Tableau** reports and dashboards to senior stakeholders providing actionable data and **measurable KPIs** like server cooling efficiency and server density contributing to **15% increased revenue**
- Established and maintained automated scripts to **extract**, **transform** and **load(ETL)** data from multiple sources leading to **25%** increased efficiency in data management and governance
- Conducted **Exploratory Data Analysis(EDA)** and predictive modeling on historical customer data employing **SQL** and **Python** providing senior partners with insights on server shipping (factory) defects and partner ODMs leading to improved business strategies

Data Analyst Intern, Dell Technologies   Jan. 2022-Jun. 2022
- Performed in-depth and strategic analysis of the global market for **dell infrastructure solutions** (servers) in the IT industry
- Worked closely with product managers to perform root cause analysis and understand user pain points and utilized **k-means clustering analysis** in Python to perform customer segmentation to foster **3% market share expansion**

Technology Analyst, Tata Consultancy Services   Oct. 2017-Oct. 2018
- Spearheaded automation of **15+ end-to-end financial workflows** for US client (Morgan Stanley) by developing C# scripts, resulting in 90% reduction in manual efforts and **30% increase** in operational efficiency
- Optimized **existing SQL database query** by applying indexing and stored procedures to accelerate data retrieval by 30%
- Formulated quarterly and annual reports using **Python**, **SQL** and **Tableau** using qualitative, quantitative and **statistical analysis**
- Utilized **REST** API endpoints for fetching **JSON** data from banking server to save data in **SQL** database employing CRUD operations

SKILLS

Specialties: Data Warehousing, Data Analytics, Predictive Analytics, Machine Learning Algorithms, Statistics, Data Science, Hypothesis Testing, Business Intelligence, Forecasting, Data Collection and Processing, Agile, Sprint Planning**,** SCRUM, Gen AI, Process Improvement, Neural Networks, Artificial Intelligence, Data Mining, NLP, Supply Chain Analysis

Analytical Skills: Python (NumPy, Pandas, Scikit-learn, Seaborn, Matplotlib, TensorFlow, PyTorch), R, SQL, JSON, PySpark, Django

Databases: MySQL, Oracle SQL, MS SQL Server, MongoDB, BigQuery

ETL & Data Pipelines: Talend, AWS, Azure, Apache Spark, Apache Kafka, Apache Airflow, Teradata, Hadoop, Snowflake, AWS Lambda

Tools: Power BI, Tableau, SAS Enterprise Miner, OpenRefine, Google Analytics, Looker Studio**,** JIRA, GitHub, Docker, Kubernetes, Talend Studio, Confluence, Marvel, Salesforce, Microsoft Excel, Microsoft PowerPoint, Relational databases, Git, bash

Certificates: Google Data Analytics Professional Certificate, Professional Scrum Product Owner, AWS Certified Cloud Practitioner

PROJECT/LEADERSHIP EXPERIENCE

E-commerce Analytics (Google Merchandise Store)
- Performed **exploratory data analysis (EDA)** on Google Merchandise Sales Data to analyze key metrics like visitor behavior, website growth, and user engagement, utilized **SQL** and **Python** to extract data from Google BigQuery, and measured the overall goal conversion rate of 1.3%. Completed country-wise analysis and visualized using Google Looker Studio, determining the United States as largest market with 94.4% of customers and 59.8% of visitors, followed by Canada

Retail Analytics Dashboard (OLAP)
- Architected **data warehouse** for retail analytics by consolidating sales, customer and supplier data using **Oracle SQL Server** employing dimensional modeling and star schema. Established optimized **ETL workflows** using Talend to develop **Power BI dashboards** for **real-time insights** and decision-making, leading to targeted marketing campaigns which boosted sales by 15%

Predictive Analytics using Python

- Executed predictive analytics on **100000 rows** of housing prices data with **10+ attributes**. Undertook data wrangling, cleansing, preprocessing, PCA, applied Logistic Regression, achieving 92% F1 score for price prediction, also deployed on hugging face

COMSNETS'22: 'What Slowed Down My App: A Measurement Study of Response Times of Smartphone Apps in India'

- Developed 'EvalApp' desktop application in **Java** automating recording of response times for 30 actions across 12 popular Indian Android apps, enabling efficient data collection and analysis of over **10,000 data points**
- Managed crowdsourcing initiative engaging **51 volunteers** across north/central India to collect data points on app response times
- Conducted qualitative and quantitative **correlation analysis** and causal inference on **10+ parameters** to identify key factors affecting response times

Product Recommendation, Kaggle BIPOC Mentorship Program

- Engineered **recommendation system** in **Python** predicting e-commerce clicks, cart additions, and orders, achieving 85% accuracy
- Oversaw exploratory data analysis (EDA) on 12GB e-commerce dataset, identifying data patterns to understand user behavior
- Utilized data visualization techniques like **scatter plots** and **timeseries plots** to represent and interpret complex data, enhancing understanding of data distributions and user interactions

Food Image Categorization App

- Pioneered food image recognition Android App using **Python** and **ML models** achieving 95% dish recognition accuracy. Integrated an intuitive UI for easy dish identification and third-party app ordering, doubling user engagement and boosting revenue streams, with over 10,000 dish recreations facilitated in the first quarter

Content Based Image Retrieval System

- Created Content-Based **Image Retrieval System** in **Python**, integrating feature extraction techniques and deep learning networks, achieving a 92% accuracy rate, and enhancing image search capabilities for end users

EDUCATION

Master of Science, **Management Information Systems (STEM)**, University at Buffalo, SUNY, GPA**:** 4.0/4.0	May. 2024
Master of Technology, **Computer Science and Engineering**, IIIT Delhi, India, GPA**:** 8.83/10.0	Jun. 2022
Bachelor of Technology, **Electronics and Communications Engineering**, DCRUST, India, GPA: 8.05/10	Jul. 2017