

# AISHWARYA CHOUDHARY

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## EXPERIENCE

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### Data Analyst, Grocery Outlet Inc

*Jun 2020 - Present*

- Building Clustering models to better understand store performance and the factors responsible for using PySpark, SQL.
- Utilizing dashboards for promoting growth through comparative study.
- Automating platforms through dashboarding to optimize day to day Sales monitoring and progress.

### SQL Developer (MIS Reporting), DB Schenker

*Jan 2017 - Jan 2019*

- Automated s 5-day Month end adhoc reporting process for MIS team utilizing SQL, SSIS and SSRS by publishing dynamic dashboards on Sharepoint with user level security, improving monthly KPI by 30% for 3 teams.
- Built and maintained dynamic Tableau dashboards for Senior VP and C-level Executives.
- Maintained the Enterprise Data Warehouse by monthly backups and ensuring smooth data flow pipelines
- Gathered Customer requirements and delivered shipment insights through automated periodic report scheduling using SAP BO.
- Utilised Customer feedback functional data to perform Sentiment analysis and topic modelling categorizing top-performing product and clients that need attention using NLP.
- Performed deep dive analysis to understand trends, anomalies and insights that highlighted Customer Pain Points and helped drive operational improvement.

### Programmer Analyst, Silverxis

*Oct 2015 - Jun 2016*

- Performed exploratory data analysis to identify processes that need improvement for a Healthcare client.
- Built regression model to improve resource allocation by 5% throughout the 13 health centre network.
- Collaborated on the development of insight driven tools and dashboards and provided ongoing support regarding functionality and data integrity.
- Built Scorecards and interactive Dashboards using Cognos and Tableau to optimize in and outpatient process.
- Assisted in report migration from Cognos 10.2 to Tableau.

### Computer Systems Analyst, Sigmasoft

*Jul 2014 - Jul 2015*

- Gathered Business Process Requirements from business users, for the reports to be developed and documented functional specifications for reporting requirements.
- Collaborated with multiple stakeholders to establish reporting metrics.
- Created and published packages/multidimensional models using Framework Manager from multiple data sources.
- Created dynamic Dashboards, Burst reports, Crystal reports for Company decision making purpose giving insight into Key Performance Indicators (KPI).

## PROJECTS

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### Study of Sales through Customer Behavior

- Analyzed a Store's historical data of customer purchases to provide solutions/models in order to increase Sales on Black Friday.
- Built Linear Regression model predict the purchase amount of customer against various products based on past purchases in order to provide in store or online personalized promotional offers like coupons.
- Segmented customers into different Clusters to define marketing strategy based on their spending habits.
- Associated products from customer transactions to perform product recommendation, provide promotional offers and organize store layout using Apriori algorithm.

### E-commerce Customer Review Analysis using NLP (Natural Language Processing)

- Performed Sentiment Analysis on review title and review text for Amazon Products.
- Identified the better metric between review title and text, review title being the better.
- Devised a new Topic Modeling Algorithm based on Most Frequent Adjectives and nouns succeeding them. New model showed significantly better results as compared to Topic Modelling using LDA.

### HR Analytics : Employee Attrition

- Used SAS to study the characteristics of Employees that are more prone to leaving or turn over.
- Built Classification model to better predict the turnover employees in time to reduce cost.

### Amazon Big Data Analytics

- Performed exploratory Data Analytics with >5 million rows from 1999 - 2014, using Hadoop and Hive to understand Sales and Revenue trends across different departments and categories.
- Employed Sentiment analysis to classify high performing and low performing categories based on customer satisfaction.

## EDUCATION

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**Masters of science**, Business Analytics *Jan 2019 - May 2020*  
California State University, East Bay **GPA: 3.88**

**Bachelor of Science**, Computer Science *Aug 2010 - May 2014*  
Clemson University

## SKILLS

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**Languages:** Python , R, SAS, SQL, C++, Hive, PySpark, PySQL, scripting

**Tools & Techniques:** Amazon Redshift, SQL Server, Cognos, Tableau, SSIS, SSRS, Hadoop, Excel, SAP BO, Data Analytics, Data Visualisation, Data Mining, ETL, BI, Business Intelligence, Data Warehousing, Pandas , Numpy , Scikit Learn, Big Data Analytics , Text Mining, NLTK, Multivariate Analysis , Feature Engineering, A/B testing, Spark via Databricks, statistical inference

**Algorithms:** Supervised Learning , Unsupervised Learning, Regression , Classification , Clustering , Recommendation system, Neural Networks , NLP (Natural Language Processing) , K-Means, Decision Trees , GMM (Gaussian Mixture Models), K-Medoid, Logistic Regression, Linear Regression, Apriori Algo, metrics