

# Shilpi Sinha

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## Academic Qualifications

- 2016 - 2020 Amity University
- Bachelor of Technology (Major in Computer Science & Minor in Economics)
- 2016 S.K School, Banka
- Bihar School Examination Board (Class XII)
- 2013 Carmel Convent School, Bhagalpur
- Indian Certificate of Secondary Education (Class X)

## Technical Skills

### Analytics & Database

Python, MS Excel, SQL, AWS, **R**, **Tableau**, and Alteryx

### Predictive Analytics Techniques

Regression (Linear and Logistic), Clustering, and Association

## Work Experiences

- Nov 2020 – Ongoing Nielsen India Data Specialist
- Analysis of quality metrics to provide data driven insights to help **FMCG clients in Australia** for better decision making
  - Provide technical expertise** in database structure and format for optimizing analytical quality
- Jan 2020 – Mar 2020 Qdesq, Gurgaon Data Analyst
- Performed industry benchmarking**, devised pricing strategy of commercial and residential properties for Qdesq India
  - Analysed daily web traffic data, **created an interactive dashboard in Excel** to segregate customers for targeting through Facebook, Google SEO, Instagram and YouTube.

## Academic Projects

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| <i>Customer Churn Prediction</i>       | <ul style="list-style-type: none"><li>Developed a customer churn prediction model for a telecom company in R studio</li><li>Used data of 10000+ customers for training the Binary Logistic Regression model for classifying customer vs non-customer</li></ul>                     |
| <i>Market Basket Analysis</i>          | <ul style="list-style-type: none"><li>Developed a <b>basket lift model</b> for an <b>FMCG retailer</b> for identifying the products that are bought together</li><li>Used data of <b>6000 sales transactions</b> for calculating the <b>mutual lift</b> between products</li></ul> |
| <i>Social Media Sentiment Analysis</i> | <ul style="list-style-type: none"><li>Build a sentiment analysis model in R studio using <b>1Mn tweets</b> data for identifying attitude of customer's attitude towards company</li><li>The model classifies a <b>consumer's tone as Positive, Negative, and Neutral</b></li></ul> |
| <i>Movies Recommender System</i>       | <ul style="list-style-type: none"><li>Creating a <b>Netflix movie recommender system</b> using user based approach, used dataset from MovieLens</li><li>Used 105339 ratings data points of 10329 movies for training the machine learning algorithm</li></ul>                      |

## Research Paper Publication

- Co-authored a National Peer Reviewed Research Paper** titled "Systematic Review on Design and Development of Energy Smart Cloud Computing Algorithms"

## Additional Course Certifications

- SQL for Data Science**, and **Fundamental of Visualization with Tableau** from UC Davis on Coursera
- Inferential Statistics**, and **Introduction to Probability & Data with R** from Duke University on Coursera
- Databases & SQL for Data Science** offered by IBM
- Microsoft Excel – From Beginner to Advance** on Udemy