Siddharth Kushawaha

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EDUCATION

Stevens Institute Technology | Hoboken, NJ   **Dec 2024**
Master of Science in Data Science   GPA: [3.95/4]
Relevant Coursework - Generative AI, Probability, Statistics, Optimization, Deep Learning, ML, Linear Algebra, Web Mining, Time Series

Manipal Institute of Technology | Manipal, India   **May 2018**
Bachelor of Technology in Electrical & Electronics Engineering | Minors in Business Management   GPA: [8.19/10]
Relevant Coursework – Web Development, Data Structures & Algorithms, Cloud Computing, Marketing, Finance, Operations & Research

EXPERIENCE

Factspan Analytics | Senior Data Analyst | Bangalore, India   **[Jan 20– Jun 23]**
- Developed a **fraud detection model** using the Hidden Markov Model, improving model accuracy by nearly **19%** and reaching an overall accuracy of **83.28%.**
- Developed optimized **SQL** views in **BigQuery**, Data Mining, Clustering (Hierarchical and DBScan), and implementing ML (Revenue Forecasting) for effective decision-making in determining client connections based on record analysis.
- Designed and maintained **ETL** pipelines using Apache Airflow, ensuring data integrity and timely updates for critical business reports.
- Conducted advanced **statistical analysis** using **Python and Tableau (TabPy)**, including hypothesis testing and multivariate analysis, to derive actionable insights from complex datasets and create a revenue forecasting model for Marketing Effectiveness Team; empowered stakeholders with real-time insights in **Tableau**, streamlining decision-making and driving revenue growth.
- Designed and implemented **A/B tests** for marketing campaigns, resulting in a **15% increase** in conversion rates and optimizing resource allocation.
- Automated **Tableau data migration** with **Python**, reducing manual labor by **95%**.
- Developed an **AI-driven Python framework** for sentiment analysis using **gpt-3.5-turbo**, enhancing marketing strategies and vendor communications based on customer reviews.
- Built a complex **Looker** dashboard from scratch, earning the trust of Sr. Director of Marketing, resulting in securing additional similar projects and a **25% revenue increase** from client's account.
- Implemented **Git** for version control in **Looker** and collaborative development, enhancing team productivity and code management efficiency.
- Designed and developed an intricate Looker dashboard for the Advertisement & Production Team, leading to a remarkable **7%** reduction in manual labor and culminating in a **well-deserved promotion**.
- Served as the adept administrator for **Tableau Server and Looker**, ensuring smooth operation, maintenance, and robust security.
- **Recruited 4 Looker developers** and provided mentorship for ongoing dashboard maintenance.

TECHNICAL SKILLS

Programming Languages / Frameworks - Python, SQL, Airflow, HTML, CSS, PHP, PyTorch, FastAI, Flask, HuggingFace.
Databases - MySQL, SQL Server, Hadoop
Tools - Alteryx, Looker, Tableau, Power BI, Git, Excel, Selenium, Gradio, Streamlit
Cloud – Google Cloud Platform.

ACADEMIC PROJECTS

Online Conversion Ratio Analysis (Amplify Analytix) | Freelance
- Employed advanced statistical techniques including **SMOTE**, **MICE**, **Power Transformation, chi-square, ANOVA**, and **Ensemble** to extract insights and developed predictive model with **88%** accuracy for prospect identification, optimizing audience targeting and boosting campaign performance through precise **CTR** and **CVR** forecasts.

Intellidata: AI Assisted Data Science Platform
- Developed an AI-assistant for EDA, data preprocessing and ML tasks using **dotenv**, **Langchain** and **Streamlit** for deployment.

ACHIEVEMENTS & CERTIFICATIONS

- Awarded **"Earn Trust"** Leadership skill; expanded project portfolio and increased account revenue by 25% through enhanced client relationships.
- Create a Voice Assistant with OpenAI's GPT-3 and IBM Watson (**IBM**)
- Accelerating Deep Learning with GPUs (**CognitiveClass.ai**)