



# Shilpi Sinha

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LinkedIn 

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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

### Customer Churn Prediction

- Developed a customer churn prediction model for a telecom company in R studio
- Used data of 10000+ customers for training the Binary Logistic Regression model for classifying customer vs non-customer

### Market Basket Analysis

- Developed a **basket lift model** for an **FMCG retailer** for identifying the products that are bought together
- Used data of **6000 sales transactions** for calculating the **mutual lift** between products

### Social Media Sentiment Analysis

- Build a sentiment analysis model in R studio using **1Mn tweets** data for identifying attitude of customer's attitude towards company
- The model classifies a **consumer's tone as Positive, Negative, and Neutral**

### Movies Recommender System

- Creating a **Netflix movie recommender system** using user based approach, used dataset from MovieLens
- Used 105339 ratings data points of 10329 movies for training the machine learning algorithm

## 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