AISHWARYA PAWAR

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EDUCATION

Master of Science in Business Analytics	University of Texas, Austin	May'20
Bachelor of Engineering (Electronics & Telecommunications)	Pune University (India)	Jun'15

TECHNICAL SKILLS

Programming/Tools: Python, R, SQL, Tableau, Google Analytics, Adobe Omniture, IBM Core Metrics, Google App Script (JavaScript), Scikit-learn, Tensorflow

Machine Learning: Regression (Linear, Ridge, Lasso), Classification (Logistic regression, Naïve Bayes), Clustering (K-means, hierarchical), Design of Experiment (A/B Testing), Decision Trees, Random Forest, Bagging, Boosting, Deep Learning, Convolutional Neural Networks (CNN – VGG16, ResNet, MobileNet)

Databases: BigQuery, MySQL, Hadoop, GreenPlum, TeraData

EXPERIENCE

Unbxd

Data Scientist (E-commerce Businesses)   Aug'17 – May'19

- Collaborated with 10+ e-commerce clients to ensure conversion improvement in A/B tests using statistical analysis. Acquired $100k monthly recurring revenue and the framework was adopted at the enterprise level
- Improved e-commerce conversion by 11% using random forest conversion driver analysis (Python). The analysis became a part of the enterprise customer on-boarding process
- Forecasted server traffic for holiday to prevent downtime (costed $80K in 2017) using ARIMA time series model. The forecast was with 4% offset from the actual traffic, which ensured 99% SLA as promised to the customers (Python)
- Saved 120 person-hours a year by automating customer performance reports (Unbxd APIs, Google App Script). Created a real-time dashboard for executives, which was showcased in the sales pitch for new customer acquisition

Mu Sigma

Data Scientist (Retail Marketing & Supply Chain Analytics)   Jun'15 – Aug'17

- Acquired 45% of the targeted customers (in 2 weeks) by identifying potential grocery service adopters for personalized marketing campaign (Logistic Regression, Python)
- Led 4-member team to define $40B worth customer focus group with time and money constraints using data and built an automated profiling dashboard to address recurring executive deliverables (Tableau , D3 - JS)
  - *Won Star Performer Award (quarterly to top 3% achievers) for perspicacity, and thought leadership*
- Designed a roadmap for an experiment to understand customers' perception of in-store music using fractional factorial design of experiment, driver analysis, and k-medoids store clustering
- Initiated sprint ceremonies as a Scrum Master for 15-member team, and drove crucial client communications as a for development of merchandizing & supply chain profitability tool
- Trained 35 new joiners on SQL (2016) and led business case study for 5 new joiners (2017)

ACADEMIC PROJECTS   Jul'19 – Present

- Identified reasons for deforestation of Amazon rainforest (93% accuracy) with multi-label satellite image classification using CNN and solved class imbalance problem using ensemble learning (Python)
- Gauged the impact of CEO tweets on stock prices (regression) and recommended strategies for influential tweets by using topic modeling and sentiment analysis (python; Natural Language Processing)
- Identified optimal marketing promotion channels, product type, and price mix (Marketing Mix) for automobile industry using regression model and Dorfman-Steiner theorem (Python)
- Predicted the salary of NBA players using various machine learning algorithms (linear regression, random forest, neural networks, bagging & boosting) and diagnosed the limitations of the algorithms (R)