

# Ullas Srivastava

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## Education:

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### New York University

MS in Management of Technology (Focused on Business Data Analyst)

GPA: 3.6/4.0

Expected graduation: May 2021

### Binghamton University, State University of New York

BS in Computer Engineering

May 2017

## Technical Skills:

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**Courses:** Machine Learning, Business Analytics, Data Engineering, Statistics, Economics and Strategy, Project Management

**Technical Skills:** R, Python, Tableau, Power BI, SQL, HTML 5, CSS, Microsoft Office Suite, G Suite, Natural Language Processing

**Skills:** Data Wrangling, Data Analytics, Business Analytics, Digital Marketing, Programming, Presenting, MS Excel

**Softwares:** R Studio, Jupyter Notebook, Adobe Photoshop, Premiere Pro, Lightroom, Tableau, Power BI, Alteryx

## Professional Experience:

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### Element 451

Data Analyst/Machine Learning Intern- Python

New York, NY

April 2020 – June 2020

- Created pipeline to clean data, use feature engineering and predict marketing emails' impact using LSTM models
- Used NLTK (stemming/lemmatizing) for Natural Language Processing (NLP) and extract subject's meaning from emails
- Applied spacy library to perform Name Entity Recognition and used NLTK to work with Natural Language Processing
- Deployed hybrid neural network with text and feature input using Keras and autotuned hyper parameters via keras tuner
- Achieved 80% accuracy on predicting whether the email will be opened given email's subject, date and recipient numbers

### JoosFood

Digital Marketer

Mumbai, MH, India

March 2019 – August 2019

- Achieved a 53% increase in followers (from 100,000 to 150,000) for Instagram channel, @joosfood
- Organized and managed video content for the channel by coordinating the editing, shooting and design teams
- Collaborated with 23 collaborators while implementing the drip marketing technique to build and maintain relationships
- Executed the syndicated pricing model for social media platforms like Facebook and Instagram for all collaborator

### Changing the Present (CtP)

Web Developer

New York, NY

September 2017 – June 2018

- Evaluated the current new design process and analyzed data to generate insights to pin point the problem areas
- Spearheaded the redesigning of workstream which decreased the development process from 5 to 3 days via wireframing
- Created an interactive ecommerce website using Java, Liquid, Bootstrap, JavaScript, CSS and HTML5

## Project Experience:

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### YouTube Trending Video Content Strategy

New York, NY- December 2020

- Technology used: R Programming, R Studio, SQL, Tableau, MS PowerPoint, R libraries: ggplot2, wordcloud
- Provided 6 suggestions, 3 example templates based on industry insights with genres, content and tags, using R language
- Devised an "engagement score" to evaluate trending YouTube videos and gauge their engagement with the viewers
- Performed text analysis by removing stop words and presented visuals via MS PowerPoint using Tableau and ggplot2

### Home Credit Default Risk

New York, NY- November 2020

- Technology used: R Programming, R Studio, SQL, MS PowerPoint, R libraries: ggplot, caret, corrplot, gbm, Git
- Predicted customers' probability of loan repayment on a joint dataset of loan and credit history, using R programming
- Balanced dataset by oversampling and figured the best parameters for the model by performing grid search
- Generated and compared models' performance to elect gradient boosting tree due to its high accuracy of 73%

### Persona Modelling

New York, NY- October 2020

- Technology used: R Programming, R Studio, SQL, MS PowerPoint, R libraries: ggplot, dplyr
- Derived 5 personas of potential applicants to run an effective marketing campaign, based on data from Rivier University
- Supplemented the dataset by adding state income level data from Kaggle and then trimming, cleaning it using SQL
- Performed normalizations, summary statistics to identify personas using the dplyr library, demonstrated using ggplot

### Regional Sales Review

New York, NY- September 2020

- Technology used: Tableau, Adobe Photoshop, Google Suite, Google Slides
- Assembled an interactive dashboard using Tableau to show sales in regions using custom layout, made in photoshop
- Derived actionable insights and offered solutions to the colleagues based on the yearly sales and geographic demands

### Walmart Business Challenge

New York- December 2019

- Led a team of 5 to solve Kaggle's ML Challenge of predicting weekly sales and inventory from large datasets, using Python
- Eliminated 33% of irrelevant features to speedup model training on neural network, tree regression and random forest
- Selected tree regression which obtained 95.9% accuracy to estimate the inventory and sales for different stores in USA