

# SAMARTH RAIZADA

## Data Scientist, Storyteller and Artist

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## SUMMARY

MS Business Analytics student at UCLA Anderson passionate about narrating data-driven stories which drive business development. Four years of experience in providing strategic and operational insights for **high-volume, high-velocity** projects for both medium sized firms and multi billion-dollar corporations. Implemented **Machine Learning algorithms** that improved price prediction for client products through end-to-end optimization. **Won a data enterprise contract with a new client worth \$1.5 million this year.** Undergraduate in **Computer Science Engineering** from Maharshi Dayanand University.

## EXPERIENCE

### Business Analyst

#### Transcend Infosystems

📅 Jan 2017-Aug 2019

📍 Noida, India

- Provided strategic insights on **Big Data Analysis** through **Excel and Python (NumPy and Pandas)** across client ERP, saving \$500,000 through process and product optimization.
- **Optimized floor-price prediction** through statistical demand estimation and inventory management (using **linear regression with scikit-learn** over factors like species, seasonality etc.), doubling client auction revenue for FY '17-18.
- Piloted innovations and **product strategy** for real-time data collection, resulting in 75% reduction in the transmission time of data for field officers.

### Systems Engineer

#### Infosys

📅 Nov 2010 - May 2012

📍 Hyderabad, India

- Piloted the digital transformation of the Westpac credit card application through **Java and JDBC**, enhancing security features, helping the bank start a \$1.3 billion paradigm-shift impacting 11 million customers.
- Spearheaded initiatives for improving cultural cohesiveness of a diverse team, leading to the lowest absentee rate for any team in 2011.

## PROJECTS

- **Microsoft Workplace Analytics:** Analyzed seller-client collaboration data segment-wise through **multivariate regression** and **visualization**. Recommendations on how different modes of collaboration impact sales revenue.
- **Squid Omnichannel optimization:** Analyzed omnichannel service company RDS data to identify KPIs through **Dimensional Modelling** and **Tableau**. Suggested scaling up its data warehouses and workflows.
- **Airbnb Listings:** Built an optimization model implementing lasso regression technique to **predict prices of Airbnb listings** with MAE \$30/Night.
- **Undergraduate Project:** First Person Maze game (**Irrlicht Engine**) using **Autodesk** and **Visual Studio**.

## MY UNIQUENESS

- **Top 2% of the 500,000 candidates** qualified for the advanced stages of the Indian Civil Service Examination [2012 - 2016].
- Analyzed **economic, social and political indicators through data** and their effect on policy decisions. This was my introduction to Data Science.
- **Works:** MGNREGA and Gender, Trends in Agriculture and Rural Urban Migration: **Conclusions-** 80% of the new jobs would go to women in rural areas.

## SKILLS

### Languages:

Python R SQL Java C++  
HTML XML

### Analytics:

Machine Learning Regression  
Neural Networks Deep Learning  
Optimization A/B Testing  
Prescriptive Analytics Web Scraping  
Data Visualization Statistics

### Software:

Tableau MS Excel Snowflake  
Jupyter Unix

## CERTIFICATIONS

- **IBM DB2:** SQL for Data Science.
- **Machine Learning** in Python, Scikit-Learn.
- **Deep Learning** in Python: Keras, TensorFlow.
- **Data Visualization** in Python and R: matplotlib, ggplot2, Seaborn.

## EDUCATION

### M.S. in Business Analytics (STEM)

#### University of California- Los Angeles

📅 Sept 2019 - Dec 2020

- Machine Learning, Optimization, Data Management, Business Fundamentals for Analytics, Prescriptive Models, Operational Analytics, Customer Analytics.
- **Vice President for Social Networking and Culture:** Editor: 'The Curator'; MSBA icon contest.

### Bachelor of Engineering, Computer Science and Engineering

#### Maharshi Dayanand University - CITM - India

📅 Aug 2006 - Sep 2010

- Neural Networks, Software Project Management, UNIX, Statistics, Object Oriented Programming (Java, C++), RDBMS (SQL, JDBC).
- College Magazine Editor.
- Pioneered the online gaming contest for the College fest 2009, which witnessed maximum footfall for any event that year.