

# Smiti Aggarwal

Los Angeles, California

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825 Weyburn Terrace,

Los Angeles, California, 90024

## DATA/BUSINESS ANALYST

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Data Analyst and M.S. Business Analytics Candidate at UCLA Anderson School of Management, with an Information Technology engineering background and a passion for solving complex business problems with data-based solutions.

**Expertise:** Big Data, Artificial Intelligence, Natural language Processing, Cloud Computing, Information Retrieval Techniques, Data Warehousing and Data Mining; Optimization, Marketing Analytics, Machine Learning, Predictive Analytics

**Languages:** SQL, R, Python, MATLAB, C, C++, Java, PHP, HTML, CSS, JavaScript

**Software and frameworks:** Google App Engine, Google Cloud Bigquery, Django, Drupal, Neo4j, AWS, S3

## PROFESSIONAL EXPERIENCE

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### SYSTECH SOLUTIONS (*Analytics consulting firm*)

Los Angeles, California

#### *Data/Business Analyst Intern*

March 2019- Present

- Developing POC for potential clients involving anomaly detection and recommendation engines on AWS.
- Developed data science-related use cases and marketing collateral

### CITY OF LA - MAYOR'S OFFICE, DATA ANGELS

Los Angeles, California

#### *Data Analytics Project Volunteer*

October 2018- January 2019

- Creating visualizations to help mayor's office realize the difference in supply and demand of jobs
- Scraping programs data from community college, other university websites and jobs data from websites such as monster.com
- **Technologies used:** Python (Selenium, NLP)

### BLUESTACKS

Gurgaon, India

#### *Automation Intern*

June 2017 - August 2017

- Created systematic marketing campaign by automating landing pages for advertisement campaigns
- Created a dashboard to generate dynamic reports on advertisement campaigns, enabling management to make data-driven strategic decisions and optimize marketing costs.
- **Technologies used:** Google App Engine, Google Cloud Bigquery, Django, Python, HTML, CSS, JavaScript

### AMAZON INDIA

Gurgaon, India

#### *E-Commerce Mentorship Program*

January 2017 - June 2017

- Created prototype of a social commerce website in order to replicate live project taking place on a large scale within Amazon
- Implemented Natural Language Search (Facebook Search) in website using graph databases
- **Technologies used:** Python, Neo4j (graph database)

### MOBIQUIL

Delhi, India

#### *Title Android App Development Intern at Education startup*

June 2015 - September 2015

- Developed front end of Android application to implement home cooked lunch-box system for university students
- **Technologies used:** Java, XML, SQL, PHP

## DEVELOPMENT & ANALYTICS PROJECTS

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### MICROEXPRESSION RECOGNITION (*Dissertation*)

August 2017 - December 2017

- Applied SVM, CNN, RNN, LSTM for recognition and spotting of microexpressions
- **Technologies used:** Python (Tensorflow, Keras)

### WEBSITE DEVELOPMENT FOR THE UNIVERSITY IGDTUW

December 2016- June 2017

#### *Website Developer*

- Created a fresh new website to resolve the security issues of the earlier website
- Reduced the carbon footprint of the university by digitizing the feedback system of teachers by students
- **Technology Used:** Drupal, Php, SQL, HTML, CSS

## **BUSINESS PLAN - "INSTADELY"**

2015

- Worked on a business idea to help merchants gather the consumer surplus, for the restaurant and food industry
- The application provided a platform for the merchants to reach out to their customers and maximizing their outreach
- Competed and got selected in the TOP 20 for the business plan competition at IIM Calcutta, various other B-schools as well
- **Technologies Used:** Java, XML, SQL, PHP

## **EDUCATION**

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### **UCLA ANDERSON SCHOOL OF MANAGEMENT**

Los Angeles, CA

#### ***Master of Science in Business Analytics (MSBA)***

Expected December 2019

Optimization, Marketing Analytics, Machine Learning, Predictive Analytics

### **INDIRA GANDHI DELHI TECHNICAL UNIVERSITY FOR WOMEN**

New Delhi, India

#### ***Bachelor of Technology, Information Technology***

May 2018

Big Data, Artificial Intelligence, Natural language Processing, Cloud Computing, Information Retrieval Techniques, Data Warehousing and Data Mining

## **INTERESTS**

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- Certified Zumba Fitness Instructor
- Senior Diploma Holder in Indian Classical Vocal Music; Singer for Bhajan (Devotional Songs) at All India Radio (2014-2018)