Deeksha Chugh

Masters in Analytics
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Education

Masters in Analytics: USF, 2013- 2014   Score: 3.82/4

- Coursework: Statistical Analysis, Machine Learning, Text Analysis, Distributed Computing, Data Visualization
- 8th rank out of 80 teams in Kaggle's 24-hour hackathon
  http://www.kaggle.com/users/117814/deekshachugh

Masters in Math and Computer Science: IIT, India, 2006-2008 (*Top 5% of Batch*)

Bachelors in Math: Delhi University, India, 2003-2006 (*Top 1% of Batch*)

Course Projects

- Predicted movie sentiment review using my own Naive Bayes classifier with an accuracy of 83% for 100K reviews.
- Predicted document categories using multinomial bayes classifier using the gridded search cross validation with a pipeline with tf-idf vectorizer to find the optimal parameter combination.
- Recognized handwritten digits with an accuracy of 91% using a support vector machine.
- Predicted loan application acceptance with 98.1% accuracy in a USF competition using a random forest.

Work Experience

The Weather Channel, San Francisco, CA   Oct 2013 - Mar 2013

Data Scientist - Intern

- Designed a new scoring metric for an electricity forecasting model based on the difference in pricing by clustering on seasons and day of the hour prices to identify trends. Extracted the electricity day-ahead and real-time prices from MISO using unix script.
- Predicted product sales using panel linear regression model and Random Forest. Performed clustering to group product categories and cities. Synthesized various weather variables like temperature, dew point temperature etc along with the lagged sales to increase the accuracy of the model. Extracted the weather data from Wunderground and DataCloud API using Python.

Evalueserve, India   May 2010 – Jan 2013

Senior Business Analyst (Strategic Forecasting and Customer Analysis)

- Led and supervised a team of 4 analysts responsible for reporting and building tools for customer acquisition and marketing activities.
- Analyzed campaign performance against established benchmarks, summarize key insights, and recommend actions to improve performance.
- Develop email/mail marketing plans to drive customer engagement, using data mining and segmentation.
- Provide quantitative analytical support, recommendations, and insights pre/post execution of all customer marketing initiatives by analysing large datasets to increase revenue and volume of shipments.
- Build reports, dashboards and metrics to measure performance of the marketing activities.
- **Awarded Outstanding Performer of the Year** and Best Team Award in recognition of outstanding yearly performance and exceptional leadership.

Lecturer, Quantitative Techniques, NIMS, India   Sep 2009 - Apr 2010

Software Engineer, iGATE Technologies, India   Sep 2008 - Sep 2009

Technical Skills

Programming Languages: Python, R, SAS, SQL, Hive, Visual Basic for Applications.

Skills: Machine Learning, MapReduce, Teradata, Oracle, Microsoft Excel, Microsoft Access, Word and PowerPoint

Additional Information

- Hobbies/Interests: Table Tennis, Dancing, Passion for Social Media, Cooking
- Certifications: Base-SAS
- Awarded by Mathematical Society of Delhi University,India for Academic Excellence.
- Worked as a volunteer in CRY (Child Rights) for fundraising and event management.
- Organized and participated in various cultural event like fashion shows, group dance competitions of I.I.T. Guwahati.
- Got selected in the top 4% (ranked 197 out of 5000 candidates) in the prestigious nationwide
  IIT-Joint Admission Test for Masters of Mathematics, 2006.
- Languages: Hindi (Proficient), Punjabi (Conversational)