

# Shubham Mehta

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## EDUCATION

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University Of Wisconsin-Madison

Sept 2024 - May 2026

Masters in Information science [Data Analytics concentration]

Madison, USA

Relevant Coursework- Data visualization, Project Management, Big Data Systems, Database Design

KJ Somaiya College of Engineering

July 2020 - June 2024

Bachelor of Technology in Computer Engineering - CGPA: 3.7/4

Mumbai, INDIA

Python programming, Object oriented programming, Data Structures, Software Engineering, Rel. Database Management

Honours Degree in Data Science and Analytics – CGPA: 3.6/4

Relevant Coursework- Data Analytics, Introduction to Tableau, Data Mining, Advanced Machine Learning, Applied Data Science

## PROFESSIONAL EXPERIENCE

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upGrad Education Pvt. Ltd., Mumbai, India | *Technical Analyst Intern-Program Operations Team*

August 2023- Feb 2024

- Improved report accuracy by 25% by leveraging Python libraries such as Pandas and NumPy for data cleaning and preprocessing, resolving inconsistencies and missing values to streamline the CRM process for over 80,000 users.
- Increased operational efficiency by 30% and improved user engagement by 15% (measured through click-through rates and time spent on pages) by integrating HubSpot APIs using Python and JavaScript. Collaborated with marketing and design teams to align workflow optimizations and redesigning of 10+ program pages.
- Enhanced data accuracy and reduced manual entry time by 40% by automating email and contact synchronization processes using Python, supporting CRM improvements and reducing operational costs to streamline sales and support workflows.
- Ensured effective budget management and on-time project delivery by participating in community and organizational meetings, addressing risks, providing updates, and ensuring alignment with project goals.

Pinkal IT Solution, Mumbai, India | *Data Scientist Intern*

June 2022-August 2022

- Mastered Tableau by creating 15+ visualizations from complex customer and sales datasets, using features like calculated fields and data blending to deliver actionable insights and drive data-driven decisions
- Created a Social Media Marketing Dashboard tracking CTR, impressions, engagement rates, and follower growth, resulting in a 20% increase in engagement and optimizing campaign budgets to improve ROI and align with organizational goals.
- Analyzed complex customer and operational datasets, improving data accessibility through streamlined reporting, which supported the analytics team in identifying trends and optimizing strategies for better forecasting and decision-making.

## ACADEMIC PROJECTS

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**Farm Assist (ML-Based Planting Seeds of Smart Farming)**

- Developed a comprehensive solution that provides crop and fertilizer recommendations, along with crop yield predictions, helping farmers optimize their agricultural decisions
- Utilized advanced algorithms, including Random Forest, XGBoost, Decision Tree Regressor, and Extra Tree Regressor, to enhance predictive accuracy and decision support
- Conducted unit testing on the fertilizer module and crop recommendation system, along with integration testing to ensure seamless updates and functionality across all modules

**Supply Chain Management (CSI Hackerstellar 2023)**

- Created an immutable record system to track product's supply chain journey, detailing its origin, quality and authenticity
- Implemented features like product authentication, quality control and smart contracts to enhance supply chain integrity
- Utilized a robust technical architecture comprising Ganache, MetaMask, Truffle, and React.js to ensure a seamless user experience and efficient deployment.

**A Cross Platform Application for Dairy Producers, Importers and Consumers. (SIH 2022 Finalist Team)**

- Created an android app that connects 1,000+ milk producers and processors, enhancing efficiency in the supply chain
- Integrated multilingual support, quality rating sorting, and online payment features for increase in user engagement
- Utilized React Native, Tesseract, MongoDB, Razorpay, and Google Maps API to ensure a robust and efficient application
- Achieved finalist status in the Smart India Hackathon 2022, competing against over 2,000 teams.

## SKILLS

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- Programming Language: Python, SQL, C++, and C programming.
- Data Analysis: Exploratory Data Analysis (EDA), Data Cleaning, Data Wrangling, Data Visualization
- Databases: Firebase Cloud and Realtime Services and MySQL, Visualization Software: Tableau, Excel
- Software: Android Studio, Visual Studio, and Google Firebase Others: Rest APIs

## CERTIFICATION

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- Oracle:** Oracle Cloud Infrastructure 2024 Generative AI Certified Professional (August 2024)
- Tutorials Point:** Advance Microsoft Excel (Power Query) | Business Analytics using Tableau | Power BI
- Google Cloud:** Architecting with Google Kubernetes Engine: Foundations | Workloads
- Amazon Web Service:** Designing Data Lakes, Architecting migrating to AWS Cloud, building serverless application
- University Of Maryland, College Park:** Product Management Essentials
- CISCO:** PCAP: Programming Essentials in Python. | CLA: Programming Essentials in C