SAMRUDDHI SOMANI

Austin, Texas (Open to relocation) | (770)-845-1083
samruddhi.somani@gmail.com | linkedin.com/in/samruddhisomani

SUMMARY

Data professional with experience distilling data from various sources into meaningful stories using tools like SQL, Python, R, JavaScript, and Tableau, and machine learning techniques like regressions, random forests, neural networks, and clustering. Proven ability to share insights and recommendations with stakeholders in cross-functional teams via ad hoc projects and regular reporting.

PROFESSIONAL EXPERIENCE

Expedia Group—*Internet Travel Company—Bidding & Automation Manager, Vrbo Search Engine Marketing*   Austin, TX; 2018-Now
- Designed algorithms to find new travel destinations to market to customers, leading to a 5% lift in clicks and conversions.
- Crafted dashboards and reports with SQL, Python, and Tableau to manage bidding for portfolios averaging $1MM daily spend.
- Led A/B testing initiative to optimize bidding strategy on select keywords with $1MM total annual spend.
- Mentored junior colleagues on project architecture, language and design choices, and communication with stakeholders.

DoubleHorn—*Cloud Services Brokerage—Data Developer*   Austin, TX; 2017-2018
- Aggregated web data from several different data sources using Python APIs and crawlers designed with Scrapy and Selenium.
- Collaborated with Frost and Sullivan to certify proprietary Liftr cloud health index built with Python, Pandas, and scikit-learn.
- Designed visuals to explain purpose, background, and structure of Liftr index with internal and external colleagues.
- Worked with engineering team to run data collection, analysis, and visualization in Docker with Kubernetes on AWS.

Integra—*Fraud Detection Analytics Firm—Data Analyst Intern*   Austin, TX; 2016-2017
- Constructed SQL queries and generalized linear regressions in R to analyze millions of rows of Medicare claims data.
- Created Python scrapers to aggregate data from United States Securities and Exchange Commission financial filings database.
- Analyzed complex financial models and legal documents to understand strategic changes and track impact on KPIs.
- Formulated graphs, statistical models, and hypothesis tests in R and Python to support insights and recommendations.

BorrowersFirst—*Web-based Consumer Personal Loans Startup—Payment Analytics Manager (Contract)*   Austin, TX; 2016
- Collaborated with management to design detailed payments forecast dashboard using Pandas, NumPy, and Matplotlib (Python).
- Crafted daily payment tracking dashboard with new relevant metrics and multiple views using Excel VBA macros and PivotTables.
- Worked with engineering and operations to automate reversed payment processing and A/B test strategic process changes.
- Designed attractive presentations using Python to explain statistical tests and results to operations and finance colleagues.

PROFESSIONAL DEVELOPMENT

New York University Information Visualization Specialization (via Coursera)   Spring 2021
- Learned science of information visualization design and its application using modern visualization tools and techniques.

Vrbo Full Stack Web Development Bootcamp   Summer 2019
- Learned how to use, deploy, and combine technologies such as Mongo, Node, React, Docker, LESS and GraphQL.

Google Analytics and Google Ads Certification   Summer 2018
- Learned the fundamentals of Google Analytics (to analyze website traffic) and Google Ads (to drive paid search traffic to site).

ACADEMIC EXPERIENCE

Capstone: Valuing and Marketing Customer-Initiated Discounts—*Walmart, University of Texas*   Spring 2016
- Created linear regression models in SAS to value discounts and optimize marketing using three years of historical transaction data.
- Crafted Excel and Tableau visualizations to communicate model results to team and to academic and corporate sponsors.

Advanced Predictive Modeling: Predicting Cuisines from Ingredients—*University of Texas*   Fall 2015
- Tokenized recipe ingredient lists using Python NLTK and TextBlob NLP packages for further text analytics.
- Built predictive models including random forests, boosted forests, support vector machines, clustering analysis, and neural networks to predict cuisine type using Python's scikit-learn and Pandas packages.

EDUCATION

The University of Texas at Austin	Master of Science, Business Analytics	GPA: 3.88	May 2016
The University of South Carolina at Columbia	Bachelor of Science, Economics Bachelor of Arts, Political Science	GPA: 4.00	May 2014

ADDITIONAL INFORMATION

Skills: SQL, Python (Pandas, scikit-learn), R (data.table, tidyverse), JavaScript(D3, React), Google Ads (Certified), Git
Work Eligibility: Eligible to work in the United States with no restrictions (US Citizen)