

# ARCHIT GUPTA

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## EDUCATION

### DUKE UNIVERSITY, The Fuqua School of Business

Durham, NC

#### **Master of Science in Quantitative Management: Business Analytics, Strategy Track**

May 2020

2019 MQM Data Competition finalist: Created dataset to examine Bitcoin price fluctuation

**Data Science Coursework:** Data Science for Business, Decision Analytics & Modeling, Data Visualization, Customer Relationship Mgmt.

**Domain Coursework:** People Analytics, Strategic Management, Operations Analytics, Empirical Economic Analysis

### GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

New Delhi, India

#### **Bachelor of Technology in Electronics & Communication Engineering**

2019

**Relevant coursework:** Applied Mathematics, Statistics, Data Structures, Database Management System

**Technical Papers:** A Prospect of Achieving Artificial Neural Networks through FPGA (IEEE Xplore), Performance Comparison of Object Detection Algorithms with Different Feature Extractors (IEEE Xplore)

## SELECTED DATA PROJECTS

### **Predicting Credit Card Default, Kaggle Dataset (R)**

Cleaned, analyzed, and plotted relationship among 25 variables and 30k+ records involving credit card holders. Applied K-means clustering to differentiate customers based on demographics and used 10-fold cross validation to assess performance of predictive models such as Random Forest, Lasso, and Stepwise Regression in each cluster. Built confusion matrix and corresponding ROC curve to find feasible threshold value, emphasizing on False Negative Rate. Derived model can help save millions in potential losses by flagging higher risk customers.

### **Healthcare Dashboard for National Healthcare Management (Tableau)**

Built dashboards to capture state and diagnosis KPIs using 0.5 million Electronic Health records, delivering comprehensive managerial overview. Provided contextual filtering functionality to guide effective resource allocation of drugs in different states. Forecasted instances of disease to help administration plan ahead, prepare for a possible outbreak well in advance.

### **Major League Baseball Analysis (SQL)**

Prepared, manipulated, and analyzed 2000-2016 MLB data in a multi-million-row database using SQL and Python (NumPy, Pandas) under time constraint, gaining insight into player performance and correlation between salaries and performance. Flagged players that had a bad season (fewer hits, runs, or strikeouts) in 2016 compared to the previous three seasons.

## EXPERIENCE

### BUSY INFOTECH PVT LTD

New Delhi, India

Leading accounting software solutions firm in India

Summer 2018

#### **Business Analytics Intern**

- Developed standardized practices for capturing and analyzing data, collaborating on team of 15 to broadly assess employee performance
- Created Tableau dashboards to capture state and employee KPIs, automating prior manual processes and visualizing management information for informed and effective decisions, increasing productivity and decreasing operational costs

### KPMG, Research Analytics & Knowledge Management (RAK)

Gurugram, India

#### **Analyst Trainee**

Summer 2017

- Led website platform migration efforts, providing support to member firms
- Coordinated with stakeholders to assess possibilities and implemented wireframes accordingly
- Migrated ~300 pages from legacy to new platform in accelerated schedule, streamlining access and improving efficiency

## TECHNICAL CAPABILITIES

**Programming languages & Software:** R, Python, SQL, Tableau, MS Office Suite, MS SharePoint, HTML and CSS: Bootstrap

**Modeling Techniques:** Classification trees, linear/logistic regression, Random forests, L-1/L-2 regularization, PCA, k-means, hierarchical clustering, time-series analysis

## ADDITIONAL INFORMATION

Led team of 50 to orchestrate inaugural TEDx campus event, welcoming 150+ attendees

Initiated social enterprise during college, providing Engineering essentials at minimal rates for students in need

At Enactus, spearheaded Business Plan writing initiative, securing \$2k in project grants from donors such as KPMG and Mahindra