ESHITA GOEL

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GitHub: github.com/eshitagoel | **Blog**: https://eshitagoel.medium.com | **Location:** London | **IELTS** 8.5/9

EDUCATIONAL AND ACADEMIC QUALIFICATION

M.Sc Data Science – (Graduated 2022 with **Distinction**)
London School of Economics and Political Science (LSE)
Relevant Modules: Managing and Visualising Data, Machine Learning and Data Mining, Data Analysis and Statistical Methods, Artificial Intelligence, Deep Learning, Distributed Computing for Big Data

B.Sc (Hons) Mathematics – (Graduated 2021, **1st Rank** out of **70,000 Students** in the University with CGPA **9.9/10**)
St. Stephen's College, University of Delhi
Relevant Modules: Probability and Statistics, Linear Algebra, Multivariable Calculus, C++ Programming, Databases, Discrete Mathematics, Linear Programming and Theory of Games

WORK EXPERIENCE

Associate Analytics Consultant – Data Science, BlueOptima   July 2022 - Present
- Handled accounts of multiple **Fortune 500 clients** with direct relationships with Vice Presidents and key stakeholders
- **Formulated** a new paid offering worth **£175k** within the first 3 months at the job, quantifying risk related to outsourcing
- **Delivered 2 Data Science Special Reports** which generated multiple leads for the enterprise and efficient value delivery
Skills Gained: Tableau, Consulting, Client Management, Databases, Machine Learning, Technical Reporting

Data Science Intern, ZXservices   May 2021 – Jun 2021
- Designed a metric for rating colleges by performing **Sentiment Analysis** on **800K text records**
- **Automated code** that scraped data from over **750+ webpages** using **Beautiful Soup** and **Selenium**
- Managed and Cleaned a dataset of over **32,000+ customer reviews** and stored them in a database using **Django**
Skills Gained: Web Scraping, Sentiment Analysis, Django

VOLUNTEERING

Analyst, Data 360   Nov 2020 – Jun 2021
- Primary writer for the monthly **Data Driven** Newsletter selected from a pool of talented applicants
- Curated articles on **Data Science Algorithms**, **Machine Learning**, **Mathematics** and Data in Everyday Life
Skills Gained: Data Science Algorithms, Technical Writing

Data Science Intern, The Sparks Foundation - Singapore   August 2020
- Volunteered for **4 mini-projects** related to Data Science and Analytics
- Published in **Medium's Largest Active publication** "The Startup" with over **740K followers** for the articles written
Skills Gained: Machine Learning Algorithms – Linear Regression, K-Means Clustering, Decision Trees

RECENT PROJECTS

London Air Quality Index (AQI) Analysis
- Performed **Data Extraction**, **Data Cleaning** and **Exploratory Data Analysis (EDA)** on London AQI related data
- Identified if London Boroughs can be grouped on the basis of Pollution Emissions through **K-Means Clustering**
Skills Gained: EDA, Data Extraction & Cleaning, Data Visualization (Plotly, Geopandas, Folium, Seaborn), K-Means Clustering

Genre Classification Based on Book Covers
- Predicted Genre of book from just the image of the Book Cover
- Used two techniques – Convolution Neural Networks (CNN) and Multi-Modal Deep Learning
- Nine different combinations of image and text models were concatenated to get the final predictions
Skills Gained: Deep Learning, CNN, Image Classification

Location Based Clustering & Application of Foursquare API
- **Scraped** and cleaned data from **Wikipedia** about Canadian neighbourhoods
- **Extracted** location based data from **Foursquare API** (example: Top 100 attractions in a 700m radius of each location)
- Performed grouping and **K-Means Clustering** on the data to make clusters out of similar neighbourhoods
Skills Gained: Unsupervised Machine Learning, APIs

SKILLS

Languages: Python, R, C++, HTML, Maxima, Mathematica
Machine Learning: Regression (Linear & Polynomial Regression, Ridge, Lasso and Elastic Net), Classification (Logistic Regression, Decision Trees, Random Forest, K-Nearest Neighbor, SVM, Naïve Bayes), Unsupervised (Clustering Techniques)
Databases: SQL, Python Django
Deep Learning and NLP: CNN, Sentiment Analysis using VADER
Visualization: Tableau, Matplotlib, Seaborn