SHUBHAM GOYAL
Data Scientist

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PROFILE

Deep Learning, Machine Learning, and Natural Language Processing enthusiast with expertise in Data Analytics and Data Science. Proficient in Python, SQL, and data visualization tools, with hands-on experience in statistical analysis, predictive modeling, and business intelligence. Enthusiastic about transforming raw data into actionable insights to drive business decisions. Ready to contribute to innovative and challenging projects.

SKILLS

Languages: Python, Structured Query Language (MySQL), NoSQL
Packages: NumPy, Pandas, TensorFlow, Scikit-Learn, Matplotlib, Seaborn, NLTK, Statsmodels, Scipy
TechStack: Data Analysis, Exploratory Data Analysis, Data Cleaning, Data Wrangling, Database Management, Statistical Analysis, Deep Learning, Machine Learning, Natural Language Processing, Time Series analysis, Hypothesis Testing
Tools & Software: Visual Studio Code, Jupyter Notebook, Google Colab, MySQL Workbench, MongoDB, Power Bi, Tableau
Soft skills: Problem-Solving, Analytical Thinking, Communication, Diligence, Mindfulness, Time Management, Teamwork

EDUCATION

Bhagwan Parshuram Institute of Technology, Delhi, India
Bachelor of Technology, Electrical and Electronics Engineering

PROJECTS

Ecommerce Product Categorization (UpGrad- Data Science Hackathon)
Skills used: Python, Machine Learning, Deep Learning, NLP, Data visualization, Exploratory Data Analysis
- Developed a text classification model to accurately categorize eCommerce products based on product descriptions.
- Applied NLP techniques (TF-IDF, word embeddings) and deep learning (LSTM with bidirectional layers, dropout, batch normalization, and callbacks) to improve categorization accuracy.
- Built and fine-tuned machine learning and deep learning models, optimizing hyperparameters to enhance precision, recall, and F1 score, achieving ~98% accuracy.

Market Basket Analysis for Wallkart
Skills used: Python, Machine Learning, NLP, Data visualization, Exploratory Data Analysis, Apriori Algorithm
- Analyzed transaction data to identify frequently bought-together items and optimize product placement.
- Discovered key product combinations, such as rolls/buns & whole milk, yogurt & whole milk, and soda & vegetables, to enhance visibility and sales.
- Identified most frequently purchased items & customer purchase patterns by day, aiding in better inventory & marketing strategies.

Spam Detection
Skills used: Python, Machine Learning, NLP, Data visualization, Exploratory Data Analysis
- Built a spam detection model using natural language processing, classifying messages as ham or spam.
- Evaluated multiple classifiers, with support vector classifier achieving 98% accuracy and a 1.0 precision score.
- Implemented preprocessing techniques to improve text classification performance.

COURSES

- **Data Analyst Course** – Code Basics — 11/2023 – 05/2024
- **Google Data Analytics** – Coursera — 07/2024
- **Data Science Bootcamp** – upGrad — 06/2024-03/2025

INTERNSHIP

Med Tour Easy | 4-Week Traineeship — 07/2024
- Analysed a cosmetics dataset using Python (Pandas, NumPy, scikit-learn) to uncover insights.
- Assisted in reporting to support business decision making.

AtliQ Technologies | 4-Week Virtual Internship — 05/2024
- Performed data cleaning, transformation, and visualization to support business decisions.
- Assisted in developing interactive dashboards for strategic insights.
- Presented analytical findings to stakeholders to enhance data-driven decisions.

EXPERIENCE

Collegetravellers [Co-Founder], Delhi — 2019-2022
- Orchestrating over 20 trips, fostering memorable experiences, and cultivating a vibrant community of travelers.
- Managed planning, Marketing, and Customer relations, ensuring high satisfaction and repeat business.

Delhi NCR Memes Page — 2018-2022
- Managed Instagram page with over 16000 followers, curating content and engaging with followers to drive growth.
- Developed and executed content strategies, increasing followers' engagement and page visibility.