

# SAMYUKTHA SRIDHAR

 Brooklyn, NY  samyu.747@gmail.com  (408) 747-7024  samyu.me




## PERSONAL PROFILE

I am a data analyst and burgeoning data scientist with a background in economics, statistics, and music. I am continuing to understand the human experience through data-driven insights and analysis, and I am passionate about using creative inspiration to share that understanding in a digestible and informative way.

## SKILLS

- ● ● ● ● SQL
- ● ● ● ● Microsoft Excel
- ● ● ● ● Alteryx
- ● ● ● ● Python
- ● ● ● ● R
- ● ● ● ● Tableau

## PROJECTS

-  Song Recommender
-  Titanic Survival Predictions
-  2016 Election Analysis

## WORK EXPERIENCE

### Associate Analyst, Content Insights

Warner Music Group | Dec 2018 - present

New York, NY

- Create and execute weekly reporting using SQL and Excel to support A&R and commercial research
- Conduct ad-hoc descriptive analyses to inform release strategy and marketing campaigns
- Explore the use of predictive modeling with R and Python to forecast the potential of a track to be a "hit"
- Extract data from Spotify API using Alteryx and Python for use in further analyses

### User Marketing Analytics Intern

Castlight Health | Jun 2017 - Aug 2017

San Francisco, CA

- Used SQL and statistical methods to extract and analyze medical data for > 3M users
- Defined and identified attributes of organic users and logins to understand causes of higher engagement
- Increased user engagement through data-driven segmented marketing strategy to target organic users
- Built email analytics dashboard with Tableau that provided insights on email campaign performance

### Alumni Development Intern

University of California Education Abroad Program | Feb 2017 - Jun 2018

Santa Barbara, CA

- Analyzed Education Abroad Program survey data with Excel and targeted engaged alumni for outreach
- Designed new study to measure impact of EAP on alumni careers based on previously analyzed survey data

## EDUCATIONAL HISTORY

### University of California, Santa Barbara

B.A. Economics | Sep 2014 - Jun 2018

- Minor in Statistics, Minor in Music
- Held leadership position in professional fraternity Alpha Kappa Psi
- 2016 Election Analysis (see projects section)

### University College London

Economics | Aug 2016 - Dec 2016

- Education Abroad Program
- Curated content for and hosted radio show on history of Hip-Hop music

## COURSES

- Data Mining
- Python for Machine Learning
- SAS
- Regression Analysis
- Econometrics
- Probability & Statistics
- Business Writing
- Developmental Economics
- Music in Popular Culture