

SAMYUKTHA SRIDHAR

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PERSONAL PROFILE

I am a data analyst with a background in economics, statistics, and music, and a love of arts and culture. I seek to understand the human experience through impactful visual journalism. I am passionate about reporting on global minority cultures and sharing their stories in an accessible and informative way.

SKILLS

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

PROJECTS

 Song Recommender
 Titanic Survival Predictions
 2016 Election Analysis
 "Electric Deserts" Article

WORK EXPERIENCE

Music Marketing Analyst

SoundCloud | Mar 2021 - Present

New York, NY

- Report on and build dashboards for trending artists and songs to determine opportunities for growth
- Analyze formation of new genres and communities on platform through usage of hashtags
- Compile an internal newsletter and write profiles on artists of color featured in cultural campaigns
- Assist with ad-hoc analyses to help drive marketing campaigns for underrepresented artists

Associate Analyst, Content Insights

Warner Music Group | Dec 2018 - Mar 2021

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

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

Asian American Literature
Music in African American Cultures
Music of India
Music in Popular Culture
Sociology
Cultural Anthropology
Women, Representation, and Cultural Production
Python for Machine Learning
Data Mining
Regression Analysis
Business Writing
Developmental Economics
Econometrics