

Ujwala Tripurana

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SUMMARY

Data Scientist and Analyst with 3+ years of experience handling problems nobody's built a system for. Experienced in building analytics infrastructure and turning ambiguous questions into statistical and predictive frameworks teams trust enough to act on. Equally comfortable building the pipeline, modeling the problem, and explaining what the results mean for the decision at hand.

EDUCATION

Master of Science in AI and Business Analytics, University of South Florida, Tampa

May 2026

Relevant Coursework: Statistics, DBMS, Machine Learning, Big Data for Business, Generative AI, Data Visualization

GPA: 3.9/4.0

EXPERIENCE

Graduate Teaching Assistant | University of South Florida, Tampa

Aug 2025 – May 2026

- Structured and delivered AI & Analytics curriculum for 600+ students; guided students on **RAG** pipelines and agentic **AI** system design, evaluating architectural tradeoffs, reliability, and implementation issues in **Python**, **SQL**, and **Tableau**.
- Collaborated on learning analytics research applying AI/ML to anonymized Canvas LMS data, ensuring responsible data governance and privacy compliance.

Business Analytics Intern | ANS Commerce, Gurugram

Dec 2023 – Mar 2024

- Analyzed performance data across \$3,000+ in daily paid media spend to identify underperforming segments, applying **A/B testing** and audience segmentation to guide targeting adjustments; lowered CPA to \$12 and drove a consistent 5–6x ROI.
- Built **ETL** workflows in **SQL** and Pandas to prepare marketing data for performance and root cause analysis enabling faster diagnosis of campaign inefficiencies and supporting data-driven budget reallocation.

Data Scientist | The STATIC Store, Delhi

Jan 2022 – Nov 2023

- Architected an end-to-end sales analytics pipeline on Shopify from zero infrastructure, giving the founding team its first real-time visibility into revenue, order trends, and product performance, directly supporting growth to **5,000+** orders.
- Built customer **segmentation** and retail demand **forecasting** models using **SQL**, Python, and scikit-learn on order-level behavioral data; reduced inventory waste by 30% and drove a **25%** lift in monthly revenue within 6 months.
- Conducted **Tableau** contribution analysis across 10+ product categories; identified 3 themes driving 65% of revenue and presented findings to leadership, directly shaping product roadmap and campaign targeting strategy.

Data Science Intern | Omdena, Remote

Jun 2023 – Aug 2023

- Cleaned and analyzed large healthcare datasets using MongoDB and **Pandas**; performed **EDA** in Jupyter with Matplotlib to identify key patterns and outliers.
- Developed treatment cost forecasting models ($R^2 = 0.86$) and Power BI dashboards on MongoDB datasets to deploy via AWS workflows, enabling stakeholders to make data-driven financial planning decisions.

PROJECTS

Real-Time Promo and Trial Abuse Detection

- Designed a real-time anomaly detection system with risk-scoring controls using **Kafka**, **Spark**, Python, and **Docker** to identify abuse patterns and evaluate intervention thresholds while balancing false positive rates and detection effectiveness.
- Implemented 30–90-day monitoring windows across device, email, and card identifiers; stored audit-ready, time-indexed compliance logs in **PostgreSQL** with explainability documentation for stakeholder review.

Causal Inference Based Uplift Modeling for Marketing Optimization

- Built causal uplift models using Python and **CausalML** on Criteo dataset (14M+ rows) to identify high-response users, improving campaign ROAS from 2.44x to **9.60x** against a 4.2x industry benchmark.
- Translated uplift scores into actionable customer segments and decision rules, incorporating human-in-the-loop review and SHAP-based explainability; estimated ~\$175K in annual savings while validating performance across segments.

U.S. Housing Affordability: Then and Now

- Analyzed housing affordability trends by integrating 9+ datasets (income, cost of living, construction rates, down payment timelines) and standardizing timeframes using Pandas for longitudinal analysis.
- Designed and developed 11 visualizations and 2 dashboards on Tableau to visualize long-term disparities in affordability by region, income bracket, and housing type, enhancing narrative driven insights..

SKILLS

Programming & ML: Python, SQL, R, Pandas, NumPy, Scikit-learn, XGBoost, PyTorch

Statistical & Predictive Modeling: Statistical Analysis, Hypothesis Testing, A/B Testing, Predictive Modeling, Classification, Customer Segmentation, Forecasting, Causal Inference, Uplift Modeling, Model Validation

Data Engineering: Apache Airflow, Spark Structured Streaming, Kafka, ETL/ELT Pipelines

Data & Cloud: BigQuery, PostgreSQL, Excel, MongoDB, Oracle (PL/SQL), AWS, Docker, Git, Cloud Workflows

Visualization: Tableau, Power BI, Qlik Sense, Matplotlib, Seaborn