

# SIDANT DEV

---

me@sidant.dev | linkedin.com/in/sidant-dev

## WORK EXPERIENCE:

---

### Web Analytics Data Analyst

Deloitte | February 2023 - June 2025

- Created and maintained data visualizations, reports, and technical and analytical support to leaders and stakeholders in a complex enterprise data environment.
- Leveraged computer and data science background to write and maintain hundreds of data collection rules, data elements, and libraries for Adobe Analytics, Customer Journey Analytics, Tag Manager, Target (A/B testing), and WebSDK in addition to workload as an analyst.
- Automated testing of Deloitte websites using automated web scanner, ObservePoint, saving 50% of the team's testing time and proactively discovering analytics and privacy issues.
- Write and test HTML/CSS/JS to design live A/B testing experiments in Adobe Target. Conducted analysis on tests to increase statistical power and improve site retention, engagement, and usability.
- Implement and maintain site/campaign specific Qualtrics surveys using JS and CSS, collecting mass feedback using specialized campaigns for events and product releases.

### NLP ML Researcher

Hume Center for National Security and Technology at Virginia Tech | May 2021 - December 2021

- Led code reviews, troubleshooting sessions for NLP research team.
- In Python, used the topic-modeling library Gensim as well as standard libraries Numpy and Pandas for scripting and data cleaning to improve our model's coherence.
- Created a database of 10,000+ hours of videos, transcripts, and automated metadata completion using web-scraping functions in Google Sheets saving immense time for primary researchers.
- Assisted principal investigator by delivering briefings on relevant technical updates and bottlenecks.

### Web Developer

SAIx | April 2019 - September 2022

- Designed first external website
- Created UI and UX flows for dashboard designs and an analytics product in Figma, Adobe XD, and Photoshop

## PROJECTS AND EXTRACURRICULARS

---

### 2nd Place - Deloitte Analytics Challenge (2021)

- Compiled public data to analyze COVID-19 case volumes and policies to improve outcomes in future pandemics in a 12 hour case competition.
- Worked in a team overnight to organize and develop findings, delegating and assigning work.
- Used Tableau, Python, and R to present visualizations, analysis, and recommendations to a panel of Deloitte and Virginia Tech staff and judges.

## EDUCATION:

---

### 2018 - 2022 | Virginia Tech

Bachelor of Science: **Computational Modeling and Data Analytics (Data Science)**

Courses in Statistics, Economics, Data Science, Machine Learning, SQL, Python, Tableau

**Mixed Emotions A Cappella:** Assistant Music Director, Best of Collegiate A Cappella Winners

Intelligence Community CAE Scholar, Graduated Cum Laude

## SKILLS:

---

- **Programming:** Python, JavaScript, C, SQL
- **Analytics:** R, Excel, Adobe Analytics, Target
- **Design:** Figma, Adobe XD, Photoshop