

AISHWARYA BAALAJI RAO

1655 E University Dr, CE-3076, Tempe AZ 85281 | +1 (602) 326 5387 | aishwaryab230@gmail.com | [LinkedIn](#)

Data-driven and creative engineer with 2 years of industry experience in a fast-paced environment. Part of a 15-member cross-functional, diverse (product, engineering, sales, support) team and coordinated with several clients toward the successful launch of an e-commerce ML platform. Ability to work under pressure in challenging teams with exceptional analytical thinking, leadership capabilities, and organization skills.

EDUCATION

Arizona State University, Tempe, AZ AUG 2021 - MAY 2023

Masters in Data Science (Current GPA - 3.9 / 4)

Coursework: Data Structures & Algorithms, Database Management Systems Implementation, Advanced Statistics using SPSS, Marketing & Data Analytics

PES University, Bangalore, Karnataka, India JUN 2015 - AUG 2019

Bachelor of Technology, Electronics and Communication Engineering (GPA - 7.57 / 10)

Specialised in Signal Processing, Academic Excellence Award, 2019

TECHNICAL SKILLS

- **Programming Languages:** HTML, CSS, JavaScript, TypeScript, Python, MatLab
- **Tools and Frameworks:** Tableau, IBM SPSS, GIT, Angular 9, AngularJS, D3.js, NodeJS
- **Cloud Platforms:** Google Cloud Platform and Microsoft Azure Virtual Machines
- **Databases:** SQL, Minibase, PostgreSQL
- **Atlassian:** Exercised agile methodologies on kanban board using Jira, Confluence, and Miro

PROFESSIONAL EXPERIENCE

Graduate Recruitment Assistant *Arizona State University, Phoenix, Arizona* SEP 2021-PRESENT

- Part-time graduate program spokesman at ASU. Expertise in international client facing services; gathered and provided crucial program information to over 1000 global leads; increased Thunderbird School of Global Management graduate applications by over 55%.
- Worked over appropriate client's time zones by maintaining records and providing call assistances through Salesforce and Cisco Jabber which amplified productivity and client satisfaction by over 30%.

Senior Product Engineer *Tredence Analytics Solutions, Bangalore, Karnataka* JUL 2021-AUG 2021

- Collaborated with data scientists and product managers to effectively convey drift, explainable AI and Bias detection in ML models through a full stack website development, using D3 library and Angular framework for the ML Works product.
- Improved the data visualizations by providing night and day vision modes on the website increasing user satisfaction by over 85%.
- MLWorks acquired four clients, including Kimberly Clark and is also featured on Microsoft Azure Marketplace - [MLWorks](#)

Product Engineer *Tredence Analytics Solutions, Bangalore, Karnataka* JAN 2021-JUL 2021

- Provided insights, recommendations, and initiated documentations for the team about front end development, increasing team knowledge and inclusion by over 70%.
- Strategically applied lazy loading technology into MLWorks application improving website performance, SEO, and traffic by 95%.
- Incorporated security features: securing APIs from NoSQL injection attacks, form validations, application timeout and secure routes.

Software Engineer *Tredence Analytics Solutions, Bangalore, Karnataka* JUN 2019-DEC 2020

- Part of the team, as a frontend developer, that researched, analysed and developed, the company's first ever ML and AI powered web application product; which shifted the company's focus from service model to product orientation.
- Revamped the entire UI of Sancus to Angular Material design increasing user traffic on platform by over 23%.
- Performed query executions for data retrieval using NodeJS for front-end development. Led an entire test-based and reusable codes, continuous integration, and deployment of website for SANCUS product through Azure.

PROJECTS

Food Recognition and Calorie Estimation - Undergraduate Thesis

- Achieved 98% accuracy through confusion matrix results in food recognition by training two machine learning models, ResNet-50 and AlexNet using MATLAB. Used food-101 dataset available online as the train database and procured 1000 fruits and vegetables images by self using an iPhone camera and uniform light setting as a test database to identify the food based on colour, texture and shape. Finally, by the use of a regression model, the calories was estimated based on weight of the product.

Marketing Data Analytics for Chick-fil-A

- Developed marketing insights for Chick-fil-A dataset using data analysis techniques through visualisations using Tableau. Used PESTEL marketing trends, regression and clustering analysis to provide several business metrics like most profitable customers, regions for actionable insights and new markets to enter into for more than 50% chances of profitability.