Daivakshi Vaidya

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EDUCATION

- **Master of Business Analytics** – Specialization in AI and MLE   Currently Pursuing
  Schulich School of Business, Toronto, Canada
- Bachelor of Science - **Computer Science** with **Honors**   May 2023
  York University, Toronto, Canada

WORK EXPERIENCE

Digital Analyst (Data optimization) Intern, CIBC, Toronto, ON   **Aug 2025 – Present**

*Engineered scalable data pipelines and analytics workflows to capture, transform, and analyze digital interaction data from CIBC's website and mobile app using **Python, SQL, Adobe Analytics APIs,** and event-tracking frameworks; enabled consistent, high-quality data flows that powered actionable insights for sales and marketing strategy.*

- Applied statistical modeling and **A/B testing** with Python (pandas, scipy, statsmodels) to measure the effect of UI/UX enhancements and targeted campaigns on key KPIs; findings informed product changes that improved conversion rates by ~7% across pilot segments.
- Performed customer journey analytics (pathing, funnel analysis, cohort segmentation) to identify drop-off drivers in onboarding and transactions; delivered recommendations that reduced friction and boosted feature adoption by ~12% in specific user groups.
- Built and automated interactive KPI dashboards (conversion, retention, attribution) in **Adobe Analytics** Workspace, surfacing insights that supported executive initiatives with potential to unlock multi-million-dollar revenue uplift and cost savings opportunities.

Data Scientist (Market Research), Omniscient Consulting Inc., Toronto, ON   **Mar 2024 – May 2025**

*Designed and deployed automated marketing analytics pipelines using **Python** (Pandas, NumPy)**, SQL**, and **Google Analytics API**, integrating with **BigQuery** for real-time data warehousing and dashboarding via **Tableau** and **Power BI**. Improved insight delivery by 45% and reduced processing lag by 60%.*

- Built machine learning models for audience segmentation (K-Means, DBSCAN) and ad performance forecasting (**Time Series, XGBoost**), driving a 30% increase in user engagement and 20% growth in campaign ROI across clients like **DeliveRx, Quidel Ortho,** and **Medtronic**.
- Enhanced data quality and campaign impact by engineering clean, reliable multi-source datasets (social, **CRM - Salesforce**, campaign logs), enabling actionable insights that boosted qualified lead generation by 18% and campaign engagement by 25%.
- Led **A/B testing** initiatives and statistical impact analyses using SciPy, StatsModels, and SQL to guide data-driven marketing decisions, resulting in a 25% increase in conversion through continuous experimentation and optimization.

Business Systems Analyst, IHL, Toronto, ON   **July 2023 – Mar 2024**

*Led end-to-end requirements gathering and solution design for HIPAA-compliant healthcare applications by driving stakeholder interviews, data analysis, and process mapping, resulting in precise **BRDs**, user stories, and UX flows using tools like **JIRA** and Confluence that enhanced usability and accelerated delivery of the hPod kiosk and hCare mobile app.*

- Leveraged **SQL**, **Python**, and **Excel** to perform KPI analysis on engagement rates, system uptime, and patient satisfaction metrics, synthesized findings into actionable recommendations to enhance product functionality and enable scalable integration with Electronic Medical Record (EMR) systems via HL7 APIs.
- Conducted impact assessments and root cause analysis for application defects and system gaps using **SDLC/PMLC** frameworks, leading to the implementation of automated solutions that reduced manual processes by 35%.

- Authored technical documentation covering system architecture, API specs, database schemas, and deployment flows, enabling faster developer onboarding, streamlined troubleshooting, and long-term system maintainability.

Production Application Support Analyst Co-op, CIBC, Toronto, ON   Sept 2021 – Dec 2021

*Addressed and resolved production bugs and system improvements for CIBC's internal applications, leveraging **Autosys** for job scheduling, **Splunk** for log analysis, and **ServiceNow** & **JIRA** for incident management while automating repetitive tasks using **Python** scripts to enhance system efficiency and reliability.*

PROJECTS

- **Deloitte Omnia AI** – Consulting Project (LLMs, GCP, LangChain)
- AirBnB Booking Cancellation Predictive Model – ML model comparison, analysis and tuning
- Big Data Sentiment Analysis - Dataset from X/Twitter (Python, Apache spark, Kubernetes and Docker)
- Medication Reminder app - Prescription based reminders (Figma prototype, android studio - Java, XML)
- CinaeCloud web application testing - Test coverage of 94% (Postman, Git, Typescript)

CERTIFICATIONS

- Microsoft Azure Fundamentals **AZ-900**
- Career Essentials in **Generative AI** (LinkedIn Learning)

TECHNICAL SKILLS

Programming Languages: Java, Python, C, C++

Scripting: Bash, Shell, Python

Tool and Utilities: Git, Jira, Confluence, Microsoft Suite, Asana, Trello, PowerBI

Database: PostgreSQL, MongoDB, Apache Spark, Docker, Kubernetes

Operating System: Unix/Linux, Mac, Windows

Front-End/Web Technologies: HTML5, CSS3, JavaScript, TypeScript

EXTRACURRICULARS

- **Event Publicity Head** - Electronics and Computers Club - Lead a team of 12 members - 2019
- *Best use of AI Autocode category* **-** Hackathon winner - **Elle Hacks** - 2022
- Creative Design Competition - cleared 4 rounds to **rank #3 among 8000+** participants - 2021
- Writer - fiction novella - **2000+ fan following** for weekly chapter uploads – 2020
- Volunteer/Community Service - SMVS org - Personality and Development Coach for Young Girls - 2023