

Deepsha Menghani

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Experience

MICROSOFT CORPORATION

Seattle, WA US

Sr. Data and Applied Scientist (2021-present)

- Developed investment impact measurement framework with SQL and R while coordinating user needs and product growth requirements from multiple stakeholders across Engineering, Finance, and Marketing teams
- Independently architected and coded end-to-end data science recommender model for customer targeting of low-code products using tidymodels
- Shared knowledge with the team on data visualizations through [interactive animation using plotly and gganimate](#) blog created with Quarto and published with GitHub actions.
- Communicated complex data-based insights in a digestible format to leadership and stakeholders using interactive Quarto and markdown reports to articulate business needs and translate data into actionable insights.
- Built from the ground up and led a community of 11 members to foster safe space for Diversity, Equity, and Inclusion initiatives across an organization of 400 employees
- Mentored new hires and interns as part of Microsoft's leadership development program
- Analyzed my social media knitting account projects within a multi-language team of Python and R users using reticulate and ggplot R packages for the Microsoft Hackathon

Data and Applied Scientist (2019-2020)

- Designed and implemented anomaly detection model for upstream stakeholder data sources with custom data visualizations and automated reports using [Shiny and R](#)
- Educated, and guided the team to gather business needs, manage stakeholders and deliverables through content and [blog posts](#) publishing
- Trained the team across multiple sessions on the basics of R and markdown with code samples and demo documents to strengthen the team's communication and presentation

Product Marketing Manager (2016-2019)

- Formulated customer segmentation and funnel strategy to drive product growth from awareness to adoption
- Drove product [demo](#) during the CVP keynote for over thousand attendees at the Spark and AI Summit

Education

Certification, Harvard University

2022 August

Data Science and Statistical Learning with R, August 2022

Darden School of Business, University of Virginia

Charlottesville, VA US

Master of Business Administration, May 2016

- Received Business Analytics and Marketing specializations
- Elected Second Year Coach to mentor 5 First Year Students

Birla Institute of Technology and Science

Pilani, India

Bachelor of Engineering (Honors) Electrical and Electronics, September 2010