

# Esha Shah

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## EDUCATION

### University of Waterloo

Sept 2020 - Apr 2025

*BASc., Management Engineering*

- Graduated with Distinction - Dean's Honour List (Top 10% of the Cohort)
- Completed the Computing Option (Relevant Courses: Advanced Machine Learning, Analytics & User Experience, Database Design)

## EXPERIENCE

### Capital One

Sept 2024 - Dec 2024

*Process Manager Intern*

- Built and automated data pipelines to develop a KPI monitoring dashboard in **AWS QuickSight** using Snowflake data, reducing daily manual processing time by 86% and enabling real-time decision-making
- Automated company-wide quality control chart creation in **Python** (pandas, plotly), transforming raw process data into actionable insights for proactive process health monitoring

### Loblaw Digital, PC Optimum

Jan 2024 - May 2024

*Data Analyst Intern*

- Conducted exploratory data analysis in **BigQuery** to uncover a correlation between email engagement and onboarding retention (+11%), directly shaping loyalty program strategy
- Led the analysis and launch of a new offer type for PC Optimum members, resulting in 4% increase in WAU for the test group
- Built onboarding offer sets to improve offer redemption percentage by 3%, increasing the points earned in a customer's first 4 weeks

### Capital One

May 2023 - Aug 2023

*Process Manager Intern*

- Analyzed data and logic pipelines to identify bottlenecks, then presented a process binder (SIPOCs, Swimlanes, FMEA, Control Plan) recommending a shift from monthly to daily credit limit decisions
- Developed a dashboard on **Snowflake** to monitor the impact of credit limit increases on the secured card customer population
- Documented the secured card management process on **Confluence**, enhancing the understanding of downstream data flow

### KPMG

Sept 2022 - Dec 2022

*Product Manager Intern*

- Developed **Excel VBA** macros for client input documents, automating the import and calculations of 10,000+ transactions weekly
- Led the refinement of the product's data dashboard feature to improve the process of personalizing tax calculation visualizations

### AMLB CPAs and Consulting

Jan 2022 - May 2022

*Senior Consultant Intern*

- Designed and automated a data pipeline integrating BambooHR and **Karbon APIs** into Excel (**PowerQuery**), enabling near real-time KPI tracking for quarterly performance reviews
- Redesigned a client's sales invoicing through the use of **PowerAutomate** and Plooto to eliminate the processing time by 14 days

## PROJECTS

### UberAds Portal

Apr 2024 - Apr 2025

*Engineering Capstone Project with Uber*

- Developed an end-to-end Advertising portal, unlocking live ad campaign tracking and Uber ad recommendations (**XGBoost**)
- Designated client liaison to support the collaboration with the Programmatic Advertising and Partnerships Global team at Uber
- Created functional requirements diagrams and user personas to gather client feedback and develop a prototype on **Streamlit**

### MusicalOutfits - Music & Clothing Predictor

Jan 2023 - Apr 2023

*Introduction to Machine Learning*

- Identified patterns and trends in the collected data's features using **Python** (seaborn, pandas, matplotlib) to develop a model
- Trained a **Naive Bayes** model utilizing scikit-learn, providing personalized music genre recommendations based on the user's outfit

### UW Orbital Design Team

Jun 2021 - Mar 2022

*Recruitment, Marketing and Integration Lead*

- Managed and collaborated with a team of 7 members to effectively create marketing content and enhance the team's website
- Took the initiative to lead the production of the design team's pitch video on **Final Cut Pro** for the student recruitment showcase

## SKILLS

**Data:** ETL / Data Pipelines, Exploratory and Statistical Data Analysis, Data Visualizations, Predictive Model Development

**Software:** AWS Quicksight, Snowflake, Databricks, Miro, Jira, Confluence, GitHub, Visual Studio Code, Figma, Final Cut Pro

**Languages:** SQL, Python, Java, JavaScript, Excel (VBA, PowerQuery), JSON, R, HTML, CSS