

# Shreyash Lekkalwar

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[Tableau Profile](#)  
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## EDUCATION

W.P. Carey School of Business-Arizona State University

August 2022 - May 2023

Masters of Science in Business Analytics (MSBA) - 3.8|4.0 GPA

Tempe, AZ

**Relevant Coursework:** Introduction to Enterprise Analytics, Machine Learning, Deep Learning, Data Structures and Algorithm, Advanced Marketing Analytics, Analytical Decision Modelling, Descriptive and Predictive Supply Chain Analytics.

University of Mumbai

August 2015 - May 2019

Bachelor of Technology in Electronics Engineering- 3.5|4.0 GPA

Mumbai, India

## EXPERIENCE

**Arizona State University| Tempe AZ**

August 2023 - Present

**Research Assistant (Apprenticeship)**

Working on multiple Advanced Marketing Analytics projects using cutting-edge Data Science techniques.

- Engineered a Variable Pricing Optimization model for an airline to dynamically adjust ticket prices over time. Realized a 15% increase in revenue and a 10% increase in profits by monitoring KPIs such as market dynamics, economic indicators, competitor pricing etc.
- Led A/B testing initiatives for an e-commerce platform, scrutinizing marketing campaigns and website features. Utilized **SQL** queries for data extraction and preprocessing, then leveraged **Tableau** to visualize marketing KPIs, resulting in a 20% surge in conversion rates and a 10% revenue uplift through data-driven experimentation.

**APL Logistics| Scottsdale AZ**

December 2022 - May 2023

**Data Science Intern**

APLL ITSM team faced issues with poor root cause information entered by incident solvers, hindering future issue prevention.

- Developed Python ML model using NLP to accurately classify ITSM tickets and predict the resolution notes based on the description of each ticket. Created **Tableau** dashboards to filter redundant tickets and focus on high-priority ones.
- Automated the process and increased team efficiency by 73%, saving 133 hours monthly. Accurate classification improved root cause identification and future issue prevention.

**EDU 360| Mumbai India**

July 2019 - June 2022

**Data Scientist**

- Implemented a Random Forest predictive model to pinpoint at-risk customers, catalyzing a 25% reduction in dropout rates within 3 months. Strengthened dropout prevention initiatives with actionable insights gleaned from the model's outputs.
- Applied ARIMA and exponential smoothing techniques to forecast market trends, resulting in a remarkable 20% improvement in prediction accuracy. These insights informed strategic decision-making and facilitated data-driven initiatives.
- Leveraged K-means clustering algorithms to execute user preference clustering. Achieved a notable 20% enhancement in user engagement through personalized content recommendations and adaptive learning paths.
- Gathered, cleaned, and validated large datasets for analysis, ensuring data accuracy, resulting in a 15% increase in data quality. Employed advanced **SQL** querying techniques to extract specific information from complex databases.
- Created visually appealing dashboards in **Tableau and Power BI**, providing stakeholders with insightful visual representations of key performance indicators.

**Cumins India| Mumbai India**

July 2017 - May 2019

**Data Science Intern**

- Implemented predictive maintenance for industrial diesel engines to analyze sensor data and optimize maintenance schedules.
- Developed a computer vision-based quality control system for manufacturing, slashing defect rates by 30%.

## PROJECTS

**Predictive Demand Forecasting for Inventory Management** (Supply Chain)

March 2023

Leveraged historical data consisting of indicators such as historical sales, seasonality, customer purchasing patterns etc. to build a Random Forest based demand forecasting model. Implementation of model insights led to a 15% reduction in stockouts and a 10% decrease in excess inventory, optimizing overall supply chain efficiency.

## SKILLS & PROFESSIONAL CERTIFICATES

**COMPUTER SKILLS:** Python, SQL, R, Java, C, C++, Data Visualization(Tableau, PowerBi), SQL Database Management, Microsoft Visio, Azure, Tera Data, AWS, Snowflake, Spark, Hadoop, Algorithms and Data structures, Machine Learning – Classical methods, Deep Learning, Reinforcement Learning, Causal Inference, Statistics, Model fit testing, Scikit-learn, Tensorflow, PyTorch, dockers, Javascript, dash, RTSP Streams, Full Stack Web Development, NoSQL, BASH, Linux shells, AWS, AZURE, GCP.

**STATISTICAL SKILLS:** Predictive Analytics, Linear regression, Logistic regression, Tree-based modeling, Generalized Additive Models, Bayesian statistics, Time series, Non-parametric, Optimization, Data Visualization, Machine Learning (Classification, Clustering), Sampling, A/B Testing (Hypothesis Testing - T-test, F-test, ANOVA), Probability, Anomaly detection, Design of Experiments, Time series analysis.

**CERTIFICATIONS:** AWS Certified Cloud Practitioner Certificate, Google Certified Professional Data Engineer.

## INTERESTS AND ACHIEVEMENTS:

- Interests: International Politics, English Literature (Uncle Vanya by Anton Chekov, War and Peace by Leo Tolstoy)
- Sports: Competitive Boxing, **District level Badminton and Ping Pong player.**
- National Level Aptitude test conducted by the Government of India MBA CET 2021 **98.7%iler**