

Shrey Gulati

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EDUCATION

NORTHEASTERN UNIVERSITY | Boston, MA 2023 - 2024
Master of Science (M.S.): Business Analytics

AMITY UNIVERSITY | India 2020 - 2023
Bachelor of Business Administration (BBA): International Business with Artificial Intelligence
Research Assistant ; co-authored the paper "**Metaverse and Fintech: Pathway for Innovation and Development**"

TECHNICAL SKILLS

Proficient in R, SQL, Python, Tableau, Alteryx, Microsoft Excel, Pandas, NumPy, Sci-kit Learn, Oracle Data Modeler, Machine Learning, Statistical Analysis, Data Wrangling, Mining, Data Visualization, Data Modelling, Clustering, Linear Programming, Predictive Modelling, Netsuite, Pendo, Time Series, Confluence, Jira, Agile, Azure, with ability to adapt quickly to other similar tools.

EXPERIENCE

Co-x3 Family Foundation | Delaware, United States Jun 2024 - Aug 2024
Project Management Intern

- Planning and execution of foundation projects, ensuring they align with the goals and mission.
- Break down projects into manageable tasks, setting timelines and milestones to ensure efficient progress and completion.
- Defined and tracked KPIs for cross-functional projects using Confluence to document and share progress, enabling data-driven decisions, and improving project delivery by **15%**.
- Collaborated with cross-functional teams from **5+** departments utilizing Agile Practices and Jira to ensure seamless communication and coordination, increasing project success rates by **30%** and reducing task completion times by **20%**.

National University of Singapore & Hewlett Packard Enterprise | Singapore Jun 2022 - July 2022
Academic Intern – Data Analytics using Deep Learning

- Completed intensive academic program on "**Data Analytics using Deep Learning**" and ranked among top students.
- Engineered a custom CNN model to achieve a **95% accuracy** rate in detecting vulnerabilities in text-based Captchas, fostering cross functional collaboration with peers from prestigious universities to implement data driven solutions.
- Spearheaded an interdisciplinary team project employing statistical analysis and machine learning techniques.

PROJECTS

Capstone Project | Linuxup: Business Analytics & Customer Segmentation Sept 2024 - Present

- Led data analysis to segment customer usage patterns and purchasing behavior using machine learning and clustering.
- Utilized usage & invoice data from Pendo and Netsuite to create customer profiles and predict add-on sales opportunities.
- Conducted churn analysis to develop strategies for reducing customer attrition and increasing profitability and retention.
- Delivered insights with **visual dashboards** to improve customer engagement and optimize product recommendations for 200,000+ fleet assets across multiple industries, empowering leadership to make strategic data-driven decisions.

Accenture North America Data Analytics and Visualization November 2023

- Orchestrated a targeted simulation as a Data Analyst at Accenture, providing strategic counsel to a hypothetical social media client using A/B testing. Utilized experimental design, statistics, and machine learning to deliver successful project results.
- Systematically cleansed, modeled, and analyzed datasets, unveiling pivotal insights into trends to drive strategic decisions.
- Delivered a compelling video presentation, effectively communicating key insights to both the client and internal stakeholders.

Twitter Data Analysis : Generating Hidden Insights using Visualizations March 2024

- Analyzed Twitter data from top technology influencers, uncovering key insights that led to a groundbreaking approach in influencer selection for tech companies, boosting marketing campaign effectiveness by **30%**.
- Developed the innovative "Information Spreadability" metric, outperforming traditional follower counts, to optimize influencer selection, resulting in enhanced reach and engagement for tech marketing campaigns.
- Crafted compelling visualizations to illustrate the effectiveness of "Information Spreadability," persuasively advocating for its adoption over conventional metrics, significantly influencing client marketing strategies.

LEADERSHIP

Student Advisory Board Member, Graduate Career Center, Northeastern University Jan 2024 – Present

- Provide strategic feedback on career center offerings leveraging independent problem solving and decision making to enhance student recruitment pipelines and optimize processes for over **500+** students.
- Advise on innovations to strengthen career development programs and alumni connections.