

SHUBHAM GADDI

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PROFILE

Result driven data professional with a knack for data-based storytelling and ~4 years of experience in designing solutions to product-based problem statements, user journeys, analytics, and data science. I'm currently seeking to utilize my experience and expertise to move from being a 1st degree stakeholder on key business objectives.

- **Languages:** Python (NumPy, Pandas, Scikit-learn, BeautifulSoup, Keras, Tensorflow), SQL, R
- **Tools & Technology:** MS Office, Jupyter, Looker, Tableau, Git, Databricks, Snowflake, MongoDB
- **Machine Learning & AI:** Inferential Statistics, Feature Engineering, Regression, Classification, Clustering, Deep Learning (NN, CNN, RNN, LSTM, GRU), Transformers, A/B Testing

EDUCATION

Purdue University, Daniels School of Business

West Lafayette, IN

Master of Science in Business Analytics and Information Management

August 2025

- Student consultant the Indiana Supreme Court and NCSI on their AI Integration and Education initiative over a 6-month long project achieving all KPIs and SLAs within the timeframes.
- Student consultant on an IT Hardware Corporate Partner's expansion project; devised launch roadmaps for Americas and EMEA in 2025

Shiv Nadar University

Dadri, India

Bachelor of Technology in Electrical & Electronics Engineering

July 2021

PROFESSIONAL EXPERIENCE

Postman – The API Platform

Bengaluru, India

Data Analyst II

April 2023 – June 2024

- Formulated a data onboarding course for marketing and sales outlined in a self-serve data product to automate processes, downsizing training time by 27%
- Built case studies supporting deprecation of Postman's context bar and status bar, reducing cognitive overload by 20% and improving 90th percentile load time by 2s
- Managed end to end product analytics for multiple business units (Postman ecosystem, search, and consumer reporting), helping achieve a 50% increase in monthly active users over 12 months
- Handled temporary product management responsibilities, leading a team of 6 for repurposing Postman's consumer reporting navigation bar
- Directed a team of 5 in enforcing data side constraints handling RBAC for Postman workspaces
- Supervised a team of 3 to enhance discount automations, improving revenue reporting latency by 600%

Data Analyst

June 2021 – March 2023

- Guided marketing to build quantitative parts of 'State of the API Report' in 2021, 2022 and 2023, consumed by 65% of Fortune 500 and Cloud 100 organizations for annual planning
- Managed data initiatives for Postman v9 and v10 updates ensuring a timely release, continuous data inflow and 30 hours (SLA is 48 hours) mean time to mitigation on all incoming incidents
- Developed and deployed a recommendation algorithm to boost sign-ups, achieving annual targets 25% quicker than forecasts
- Established 'user health policies' for Postman based on market research and competitor analysis to analyze user retention, unhealthy customer churn and competitor poaching; locking down churn by 12%
- Coordinated an initiative to implement preemptive sales alerts, pushing sales serve revenue up by 14% and reducing lost sales opportunities by 42% in six months

LEADERSHIP ACTIVITIES, AFFILIATIONS, HONORS

- Winner – SAS & CSCMP Supply Chain Case Competition 2025
- Regional Runner Up – Phase I of Data4Good Case Competition 2024
- Spot Award Recipient from the Data Science Team at Postman – 2021 and 2022
- 2nd place at Resolvr 2020 - Data Analytics Case Competition and EY CAFTA Case Championship 2020