Yashvi Thakkar

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EDUCATION

CARNEGIE MELLON UNIVERSITY, Pittsburgh, PA   Jan'21-Dec'22
Master of Information Systems Management, Business Intelligence & Data Analytics   GPA: 3.88
Coursework: Machine Learning, Unstructured Data Analytics, Statistics, A/B Testing, Marketing Analytics, Database Management
Leadership: Heinz College Ambassador, Graduate Student Assembly – Socials Committee, Girls Who Code

VELLORE INSTITUTE OF TECHNOLOGY, India   Jul'16-May'20
Bachelor of Technology – Computer Science and Engineering   GPA 3.97
Leadership: Marketing head for two clubs, Primary Education Program Coordinator for an NGO

WORK EXPERIENCE

HERSHEY   Pittsburgh, PA
Student Data Science Consultant, Hershey Enterprise Data Science Team   Aug'22-Dec'22
- **Shelf Space Optimization:** Created a strategic tool for Hershey to assess quality of retail execution by leveraging POS, market, shelf-space, and SKU data to **optimize** product spacing by shelf, store, and occasion using Gurobi Optimizer.
- Designed A/B testing experiment to identify average treatment effect of recommended strategy, resulting in 10% lift in revenues.

FEDERATED HERMES   Pittsburgh, PA
Data Science Intern, Advanced Analytics and Business Intelligence   May'22-Aug'22
- Analyzed the behavior of Short-Term High-Yield Bonds from 2014 to 2022, based on Morning Star categories and forecasted future values using **Multivariate ML Models** to identify high-performing ETFs for clients.
- Increased Sales Team's competitiveness by identifying financial advisors & banks with high **propensity** to recommend Federated ETFs to investors, resulting in **10%** quarter-over-quarter **lift** in customer acquisition.
- Won the **"Hackathon MVP Intern"** award among 150 interns for outstanding contribution to Client Engagement Centre by developing **ML-driven apps** to automate performance management for sales reps.

LINDE ENGINEERING INDIA   Gujarat, India
Junior Executive   Nov'20-Apr'21
- Devised a **real-time analytical dashboard** using Python and qt designer, drawing insights for client server load management, and eliminated need for searching and merging the data to fetch current license users.
- Enhanced employee productivity by 10+ hours per day, saving $1000 per month.

BOTREE TECHNOLOGIES   Gujarat, India
Data Analyst   Jun'20-Oct'20
- Constructed 10+ time-series forecasting models including Exponential Smoothing, ARIMA and Prophet to predict windmill parts **demand** for **inventory optimization**, enhancing status-quo forecasting accuracy by 12%.
- Uncovered key drivers of demand fluctuation using **explainable AI** methods like LIME, generating **$100k** in annual savings for SCM teams.

SALESFORCE.COM   Gurgaon, India
Solution Engineer Intern   Dec'19-Apr'20
- Developed an XGBoost classification model to identify high-risk consumer based on transactional, demographic & financial data, thereby ascertaining consumers' repayment abilities & **reduced quarterly spending by ~$300k** for Consumer Risk Management team.
- Acquired 10 Salesforce badges in the Business Analyst and Einstein Analytics trails.

ACADEMIC PROJECTS

Ford Ka Clustering Analysis [python | exploratory analysis | segmentation |marketing strategy]   Spring'22
• Implemented a **segmentation** scheme using **k-means clustering** on psychographic and demographic data to develop a small-car marketing strategy and advertising message.

Location Intelligence for Music Concerts [python | clustering | data visualization]   Spring'21
• Created a **Python application** to assist music artists with campaign launch strategy by **recommending** most profitable concert locations based on regional audiences' genre preferences, population density, purchasing power etc.
• **Web scraped** Ticketmaster (concert details), Numbeo (US states), and Spotify (music data) and generated **dynamic visualizations** using seaborn, matplotlib and geo-mapped all 50 US states according to filters.

SKILLS

Languages/Programming: Python, R, Java, C/C++, SQL, Swift, HTML, PHP, CSS, JavaScript, MATLAB
Data Analysis Tools: Databricks, PySpark, Tableau, RStudio, Stata, MS SQL Server, Oracle SQL, Power BI, Procreate, Advanced MS Excel
Functional: Predictive Modelling, Regression, Classification & Clustering, A/B Testing, Statistical Modelling, Data Visualization