

# Anushka Jain

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## Education

- University of Maryland**, MS in Business Analytics Expected Dec 2025
- **Coursework:** Data Mining and Predictive Analytics, Data Visualization, Big Data and Cloud Computing, Database Management Systems, Price Optimization, Revenue Management
- Manipal Institute of Technology**, B.Tech in Biotechnology Jul 2018 - Jun 2022
- Minor in Digital Marketing

## Skills

- **Programming:** SQL, Python, R, PySpark
- **Visualization Tools:** Tableau, PowerBI, Matplotlib, Seaborn
- **Platforms and Tools:** Azure Databricks, Azure Data Factory, AWS, Git, Advanced Excel, MS Office, JIRA
- **Product Management and Business:** Stakeholder Management, Agile/Scrum, A/B Testing

## Experience

- Research Intern**, University of Florida Jun 2025 – Present  
Gainesville, Florida
- Developed and tested Python-based algorithms (T-GERGM) to model dynamic, time-evolving social networks, improving scalability and accuracy of network analysis.
  - Collaborated with 3+ cross-functional research teams to integrate datasets, resolve R-to-Python integration issues and validate modeling approaches on real-world social network data.
- Consultant**, Tredence Inc. Jan 2024 – July 2024  
Bengaluru, India
- Designed and deployed a scalable, automated data quality and reporting framework using PySpark and CI/CD pipelines, reducing manual effort by 40 hours/week and improving data accuracy.
  - Launched a Medallion-architecture Customer Data Mart with BI dashboards, improving data accessibility by 20% and enabling faster insights and decision-making across financial and product metrics.
  - Built and maintained scalable ETL pipelines (Python, SQL) to transform complex datasets, enabling downstream analytics and reporting.
- Analyst**, Tredence Inc. Jul 2022 – Dec 2023  
Bengaluru, India
- Led a 5-member data team to design and deliver inventory optimization models for a leading US home furnishing chain, reducing cart abandonment & cancellations by 15% and increasing customer satisfaction.
  - Developed customer segmentation models for the second-largest US pharmacy chain, improving campaign targeting and engagement for 10M+ customers.
  - Designed automated KPI measurement frameworks (Python, SQL) to reduce insight generation time by 15% and support product and marketing decisions.

## Projects

### Airbnb Perfect Rating Prediction Model [GitHub](#)

- Engineered 45+ structured, sentiment, and text-derived features (TF-IDF, PCA, VADER sentiment) and developed multiple ML models (Logistic Regression, XGBoost, LightGBM) to predict Airbnb listings likely to achieve perfect guest ratings.
- Achieved 76% validation accuracy and <10% false positive rate with the final LightGBM model, enabling actionable insights for host performance improvement and platform curation.

### Qatar Tourism Tableau Dashboard [Tableau Link](#)

- Built an interactive Tableau dashboard analyzing 10 years of tourism data, uncovering insights on visitor spending patterns and regional travel trends to inform data-driven strategy.