

# ARCHITA VASUKI

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Available for full-time or internship starting Summer 2024

## EDUCATION

**University of Washington – Michael G. Foster School of Business** **Seattle, WA**

Master's in Business Analytics (Summer Q1 GPA: 3.64) Jun.2023 - Jun.2024

Coursework: Probability & Stats, Machine Learning, Competitive Strategy, Customer Analytics, Pricing Analytics

**BNM Institute of Technology (Affiliated to VTU)** **Bengaluru, Karnataka, India**

BE Computer Science and Engineering (GPA: 8.15/10) Completed : Aug. 2020

Coursework: Python, Machine Learning, Operations Research, Database Management, A.I., Java

## WORK EXPERIENCE

**TheMathCompany Pvt. Ltd.** **Bengaluru, Karnataka, India**

*Global data analytics and data engineering, business consulting and services firm*

**Associate Data Analyst** Jul. 2021 - Apr. 2023

- Constructed a successful price elasticity POC for UK region for one of the leading FMCG companies
- Awarded Enterprise Value Award for creating elevated experiences for org-wide members through innovation
- Increased up-selling of accessories by implementing multiclass classification as a recommendation system producing almost real-time recommendations to customers
- Led a team of 5 analysts to monitor and enhance Qlik Sense dashboards resulting in adoption of dashboard by 2x
- Mentored 10 freshers for their capstone project and they were successfully delivery ready
- Recognized as MathCo. Young Turk Award for exhibiting values of entrepreneurship
- Received Appreciation Award for learning and taking initiative to build Qlik Sense dashboards and topping company wide "Essentials" training initiative

**Data Analyst** Sept. 2020 - Jun. 2021

- Developed 3 predictive models for an automobile client for identifying loyal, churn customers and customers having brand affinity that increased personalized campaign targeting by 2x over former method and drove \$2.3M in profit
- Reduced manual effort by 87.5% by running the above use cases through ETL pipelines
- Built 5 Qlik Sense marketing dashboards by identifying key metrics for tracking customer targeting

**Data Science Intern** Jul. 2020 – Sept. 2020

- Completed a capstone project which involved identification of customer segments of an OTT company to help the marketing team plan their campaigns better
- Worked primarily with clustering techniques like KNN, K-Means and K-Modes as part of a team of 4 members
- Automated and orchestrated the project end-to-end on Apache Airflow with version control on GitHub

## ACADEMIC PROJECT

**Student CGPA Predictor | BNM Institute of Technology (Affiliated to VTU)** **May 2020**

- Worked with team of 2 and collated student's data (50K students) from 10 different autonomous colleges into a single data source and performed cleaning, exploratory data analysis
- Implemented various linear regression algorithms to get predictions of a student's GPA and used model metrics to determine the best approach as lasso regression with an accuracy of 80%

## SKILLS

- Languages : English, Hindi, Kannada
- Technical: SQL, Python (Numpy , Pandas, PyTorch, Scikit learn), R, PySpark, Git, Tableau, Qlik Sense, Excel, Azure ML Studio and DevOps Board, AWS Sagemaker, Airflow, Flask
- Certifications: Deep Learning with Pytorch by Jovian.ml, Statistical Thinking in Python by DataCamp, Intermediate Python By DataCamp, Automating Boring Stuff with Python by Udemy

## ADDITIONAL INFORMATION

**Core Member | Community (Internal DE&I Council) at TheMathCompany** **Bengaluru, Karnataka, India**

- Worked on gender-sensitizing all HR platforms and company policies Apr. 2022 – Apr. 2023
- Coordinated with external DE&I advisers and hosted org-wide educative sessions
- Facilitated shortlisting and arranged interviews for candidates from the LGBTQIA+ community

**Attendee | The Rising, Women in Tech Conference 2022** **Bengaluru, Karnataka, India**

- Represented TheMathCompany at Women in AI conference hosted by Analytical India Magazine

**Co-Author | TheMathCompany Blog**

Published Article on Genetic Algorithm (GitHub repo)

Jan. 2022