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# ARCHITA VASUKI
**Data Analyst | Data Scientist**

Seattle, WA

LinkedIn | Github | Portfolio

## EDUCATION

**University of Washington – Michael G. Foster School of Business**     **Jun 2023 – Jun 2024**

*Master's* in *Business Analytics* (Summer Q1 GPA: 3.64)     *Seattle, WA*

**Coursework**: Probability & Stats, Machine Learning, Competitive Strategy, Customer Analytics, Pricing Analytics, Marketing Fundamentals, Operations & Supply Chain Management

**BNM Institute of Technology (Affiliated to VTU)**     **Aug 2016 – Aug 2020**

**Bachelor's** in **Computer Science and Engineering** (GPA: 8.15/10)     *Bengaluru, India*

Coursework: Database Management, Object Oriented Programming, Data Structures and Algorithms, Machine Learning

## WORK EXPERIENCE

**TheMathCompany Pvt. Ltd.**     **Jul 2021 – Apr 2023**

*Associate*     *Bengaluru, India*

• Constructed a successful price elasticity POC for UK region for one of the leading FMCG companies

• 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

• Received Appreciation Award for learning and taking initiative to build Qlik Sense dashboards

**TheMathCompany Pvt. Ltd.**     **Sept 2020 – June 2021**

*Data Analyst*     *Bengaluru, India*

• 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

**TheMathCompany Pvt. Ltd.**     **Jul 2020 – Sept 2020**

*Data Analyst Intern*     *Bengaluru, India*

• 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

## PROJECTS

**Project 1**     **May 2020**

• Point 1

• Point 2

**Student GPA Predictor**     **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

| | |
|---|---|
| **Business Domain** | CPG, FMCG, Automotive, Retail, Pharma, Sales & Marketing, Supply Chain & Operations, Banking & Finance, Hospitality, Product & Technology |
| **Tools & Technology** | Python, R, SQL [Snowflake, ArmTreasureData], MS Excel, Tableau, Looker, AWS, Java, Google Analytics, MLOps, Airflow, Git, Flask |
| **ML Techniques** | Classification [Logistic, Naïve Bayes, SVM], Regression [Linear, XBoost, Random Forest, Neural Network, Time Series [ARIMAX, SARIMAX, Prophet], Unsupervised Learning [ANN,CNN] |
| **Business Expertise** | Customer Segmentation, ETL, Demand & Revenue Forecasting, Tool Optimization, Market Mix Modelling, Data Mining, A/B Testing, Financial Modeling |