

ARCHITA VASUKI

architavasukiwork@gmail.com | +1 2062513413 | linkedin.com/in/architavasuki | tinyurl.com/archiporfolio

EDUCATION

University of Washington – Michael G. Foster School of Business

Seattle, WA

Master of Science in Business Analytics

Jun 2023 – Jun 2024

Coursework: Supply Chain and Operations, Digital Marketing, Customer Analytics, Pricing Analytics, Finance

Visvesvaraya Technological University

Bengaluru, Karnataka, India

Bachelor of Engineering in Computer Science and Engineering

Aug 2016 - Aug 2020

PROJECT EXPERIENCE

UW DubsTech Hackathon 2024 – Winner

- Implemented a Linear Regression algorithm for opioid overdose rate prediction, aiding healthcare and policymakers in budget allocation decisions

WORK EXPERIENCE

Machine Learning Engineer – Allora Labs (Web3 AI)

Jan 2025 – Present

- Led development and deployment of custom price, volume and volatility models for blue chip crypto assets on the [Allora Network](#) to provide decentralized inferences for DeFi agents
- Engineered benchmark metrics for the above models for quality inferences for Allora Model Forge competition leading to a 5% increase in model quality in the first month of implementation
- Developed a custom connector using the Navi SDK to enable [Defi trading agent](#) to autonomously execute lending, borrowing and liquidity actions on-chain
- Spearheaded ML engagement for community (200k+ folks) on [Discord](#) via [tools](#), [docs](#) and [tutorials](#)

Data Engineer – MathCo

Jul 2021 - Apr 2023

- Led development of ROI analysis through a price elasticity simulator dashboard (using SQL, Snowflake) for a Fortune 200 CPG client, contributing to a \$2M revenue boost [[link](#)]
- Created an up-selling recommendation system leveraging Random Forest Classifier on AWS infrastructure increasing accessory sales by \$0.5M
- Built 10+ dashboards to visualize KPI tracking using advanced SQL for marketing campaigns and strategies, driving 2x adoption of marketing metrics, optimizing budget allocation by saving 2 hours of meeting time
- Facilitated communication as a client facing consultant between vendors and stakeholders to translate business requirements, identifying data discrepancies and successfully managing 15+ ad-hoc data inquiries for projects exceeding \$5M in value

Associate Data Engineer – MathCo

Jul 2020 - Jun 2021

- Deployed predictive models (Logistic Regression, Naïve Bayes) for in-market, churn and brand affinity to production using Git for a Fortune 50 automobile client for 2M customers increasing personalized email campaign targeting by 2x and driving \$2.3M in marketing profit [[link](#)]
- Productionized a custom end-to-end Logistic Regression solution in Git to predict customers re-purchasing vehicles within the same year increasing 5% profit margins [[link](#)]
- Optimized existing code by creating automated ETL pipelines using Airflow, drastically reducing run-time by 87.5% saving the client 20 man-hours per week
- Led a team of 3 to build Customer Segmentation (K-Means) for an American entertainment company that helping the marketing team with planning campaigns better and increasing the conversion ratio by 5%

SKILLSET

- Analytics: SQL, Hypothesis Testing, Exploratory / Predictive / Statistical Analyses, Regression, Classification, Decision Trees, Clustering, Time Series, NLP, LangChain
- Tools and Technologies: Python (Numpy, Pandas, Scikit-learn), Typescript, Tableau, Snowflake, Extract Transform Load (ETL) – Airflow, MS Office, Google Analytics, AWS (S3, Sagemaker), Github, Docker, Flask