ASHITA SHETTY

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EDUCATION

Master of Information Technology and Analytics, Rutgers Business School - 3.889/4 August 2023 – December 2024
Coursework: Analytics for Business Intelligence, Business Forecasting, Algorithmic Machine Learning, Information Security, Business Data Management, Deep Learning, Management of Innovation and Technology, B2B Marketing, Multivariate Analysis
Teaching Assistant: Management Information Systems and System Analysis & Design

Bachelor's in Mechanical engineering, Mumbai University - 8.69/10 August 2018 - May 2022

SKILLS

Programming Languages and Frameworks: Python (Tensorflow, Keras, Scikit-learn, Pandas, Numpy, Matplotlib, Seaborn), SQL, R, Flask, HTML/CSS
Tools: Git, Postman, Power BI, Tableau, Google Data Studio (Looker), Google Analytics, Excel

PROFESSIONAL EXPERIENCE

Operations Business Analyst Intern at **MERCK** June 2024 – Present

- Conducting **vendor management** data analysis, to achieve a **15% increase in budget allocation** accuracy by identifying and mapping missing data using **SAP ARIBA**, and supporting cross-functional teams with data requirements.
- Developed a **Power BI dashboard** for the Early Talent team to provide comprehensive insights into the program's growth. Setting up **standardized data formatting** procedures, leading to a more structured process, **reduced analysis time**, and optimized the data pipeline for enhanced performance. Conducted **ad-hoc analyses** focused on key insights to support in strategic decision-making.
- Documented **stakeholder requirements** and utilized **agile methodology with Jira** to maintain accountability.

Data Scientist at **GRAMHAL FOUNDATION** June 2022 – May 2023

- Led the development and implementation of an innovative **Alerts and Monitoring system** using **Python** and **AWS Lambda**, which resulted in a **50% reduction in downtime** and **streamlined bug identification** processes. Regularly evaluated key performance indicators (KPIs) and metrics, ensuring timely alerts on performance bottlenecks, and failures.
- Enhanced **discoverability** of product features by over **70%** through in-depth analyses using **Google Analytics**. Recommended and directed targeted feature enhancements, resulting in a notable **35%** improvement in **retention rate**.
- Executed **15+ user interviews** and conducted **A/B tests**, uncovering the significance of OCR among local users. Translated these insights into customer-centric information exchange methods, enhancing user experience.
- Incorporated **advanced SQL queries** on large datasets (**1.2M+ records**) to design **comprehensive dashboards** for **KPI tracking**, **performance optimization**, and **strategic decision-making** by leveraging **Google Data Studio**.
- Accomplished **30% improved user interaction** in two months, **expanded** WhatsApp Chatbot to **four states** by leading **market analysis**, and collaborated on defining critical **product features** and **OKRs** for growth with cross-functional teams.

Data Science Intern at **GRAMHAL FOUNDATION** April 2021 – November 2021

- Developed a **YoloV3**-powered custom computer vision quality inspection model for corn grains, achieving 88.9% accuracy, streamlining inspection processes, and improving efficiency.
- **Increased average chat** duration by **20%** through user-centric interface design in **Figma** and enhanced **user satisfaction** by **35%** with **data-driven dashboards** in **PowerBI**, identifying key areas for product improvement.

Machine Learning Intern at **VSUALTHREE60** February 2021- March 2021

- Spearheaded **Vision360** product development, training pre-existing models to achieve **91% accuracy** in detecting **faces, emotions, gender, age, and ethnicity** in live video streaming.

PROJECTS

Bone Fracture Detection (GitHub) February 2024 – April 2024

- Implemented bone fracture detection in images using YOLOv8, Faster R-CNN with ResNet, and VGG16 with SSD. Developed a user-friendly web app using Streamlit, allowing model selection and confidence threshold customization for predictions.

Expedia Hotel Recommendation (GitHub) September 2023 – December 2023

- Harnessed machine learning models (Random Forest, Keras, SVM) on a 37M-row dataset to categorize recommendations into 100 clusters. Implemented PCA and clustering pre-processing techniques for dataset reduction, achieving 87.1% and 93% accuracy with Keras for 10 and 20 clusters respectively.

AI-based Quality Inspection of Dengue Kits on Conveyor Belt (GitHub) September 2021 – March 2022

- Delivered a 97% accuracy in custom object detection by configuring YoloV4 architecture, and assessing the quality of a conveyor belt kit design. Simulated an entire industrial-level project by designing parts and corresponding components using Fusion 360.

EXTRACURRICULAR

Master's in information technology & Analytics Student Association (MITSA) – Secretary January 2024 – Present