



SHWETA GANDHI

Data Enthusiast

My Contact

✉ shweta010492@gmail.com
☎ +91 9975344696
📍 Pune, India
🌐 <https://www.linkedin.com/in/shweta-sharma-753660a9/>
📅 1st April, 1992

Skills

- Sales Intelligence
- Customer Profiling
- Market Research
- Big Data Analytics
- Predictive Modeling
- Data Mining
- Time Series Forecasting
- Advanced Statistics
- Neural Network
- Machine Learning
- NLP, NLU & NLG
- Data Visualization
- Storytelling
- Project/Team Management

Technical Expertise

- Python
- SQL
- Tableau and Power BI
- Knime
- MS Excel, MS PowerPoint

Educational Background

- **McCombs School of Business, The University of Texas and Great Lakes**
Post Graduate in Data Science and Business Analytics
Completed in 2024
- **Indira Institute of Management, Pune University**
MBA in Marketing
Completed in 2015
- **MMCC, Pune University**
BBA in Finance
Completed in 2012

About Me

A Market Research Professional and a Data Enthusiast with over 7.5 years of extensive experience in delivering comprehensive data-driven solutions. Demonstrated expertise in exploring new markets, accelerating business growth and maintaining client relations. Proficient in the art of storytelling, effectively conveying insights through compelling narratives and data visualizations to facilitate strategic problem-solving.

Professional Experience

MarketsandMarkets | Client Growth Partner

Feb 2020– July 2022

Key responsibilities:

- Employed AI and ML models for predictive analytics in sales intelligence
- Utilized regression models and clustering algorithms to predict client engagement
- Managed key client accounts through data-driven strategies
- Implemented customer segmentation using K-means clustering
- Conducted cohort analysis for personalized client communication
- Established a comprehensive data dashboard for real-time monitoring
- Integrated metrics like CLV, CAC, and churn rates for strategic decision-making

WiseGuyReports (WGR) | Team Lead

Aug 2019 – Feb 2020

Key responsibilities:

- Successfully increased sales revenue by implementing strategic data science insights into product offerings.
- Developed and executed targeted sales strategies to effectively communicate the value of data-driven reports to clients. Fostered a collaborative environment, ensuring seamless integration between the sales and data science teams for impactful client solutions.

Grand View Research | Senior BDE

Dec 2016– Aug 2019

Key responsibilities:

- Employed AI/ML and time series analysis for market sizing and forecasting.
- Conducted competitive benchmarking using machine learning algorithms
- Utilized AI for sales intelligence, including prediction and forecasting. Implemented AI-driven lead generation and lead scoring strategies. Managed client accounts through data-driven approaches

MarketsandMarkets | BDE

Jan 2015– Jun 2016

Key responsibilities:

- Domain growth for multiple industry verticals especially Semiconductor, Electronics & Automation
- Account Management and Sales planning
- Use “value-based selling” in complex situations
- Up-sell, Cross-sell, Account mining and farming
- Optimize sales process, handle negotiations and closures. Proposal writing

SOME KEY PROJECTS UNDERTAKEN:

Professional Experience Projects/Career Accomplishments:

1) Machine Learning Project – Churn Prediction for Customer Retention

Description: This project focuses on predicting customer churn and developing strategies to retain at-risk customers. The objective was to identify patterns and factors that contribute to churn, allowing the company to take proactive measures to enhance customer retention. The project involved the use of various machine learning techniques to build predictive models that could accurately classify customers into churn and non-churn categories. I gained comprehensive experience throughout the project, starting from data preprocessing to model development and evaluation. This included performing exploratory data analysis (EDA), feature engineering, and data encoding. I applied logistic regression and decision trees for churn prediction, followed by cross-validation and hyperparameter tuning to optimize model performance. Additionally, I utilized Power BI to create dashboards for visualizing churn rates and tracking the effectiveness of retention strategies. The final outcome was a significant reduction in customer churn by 25% through targeted retention initiatives.

2) SQL and Power BI Project – Sales Performance Analysis

Description: This project focused on analyzing sales data to assess performance against targets for both sales heads and their teams, as well as understanding sales and profit trends from key regions and clients. The goal was to provide actionable insights for the sales team to refine their strategy in real-time and offer the CEO and top management a comprehensive view of the company's performance. The project involved data extraction, cleaning, exploratory analysis, and visualization to identify key trends and patterns. Python(Pandas, Numpy, scikit-learn) was used for EDA and visualization, SQL for data extraction and manipulation, and Power BI for creating dashboards that enabled real-time decision-making. The real-time analysis led to a 10% increase in quarterly sales by periodically optimizing sales strategies.

3)Time Series Project: Market Trend Analysis and Forecasting

Description: This project focused on analyzing historical market data to identify trends and predict future demand. By leveraging time series analysis and predictive modeling techniques, the project aimed to provide actionable insights that could guide strategic decisions for product development and market positioning. Through this project, I gained hands-on experience in time series analysis, including the use of ARIMA and exponential smoothing methods for forecasting. I also learned how to aggregate and process large datasets using SQL, as well as how to build and evaluate predictive models. The project culminated in the creation of market forecasts that directly influenced business strategies, resulting in a significant increase in market share. Provided accurate market forecasts guided product development, leading to a 15% increase in market share.

Academic: (For the complete list of projects, please view my [Academic ePortfolio](#))

1) Machine Learning Project- Election Exit Poll Prediction and U.S.A Presidential Speech Analysis using Machine Learning

Description: This project is based on Vote Prediction . The first project is to predict which party a citizen is going to vote for on the basis of their age and according to the answers given by the citizens to the questions asked in a survey conducted. The second project is based on the analysis of the inaugural U.S.A. Presidential speeches. One has to draw inferences based on the analysis done on these speeches. Learning: I learnt the entire process beginning with reading the dataset, to performing descriptive statistics and Encoding, applying Logistic Regression, LDA,KNN Model and Naïve Bayes Model, Model Tuning, Bagging and Boosting, checking the performance of Predictions on Train and Test sets using Accuracy, Confusion Matrix, Plot ROC curve and get ROC_AUC score for each model. Final Model, Comparing the models and write inference which model is best/optimized. Skills and Tools: Logistic Regression - Linear Discriminant Analysis, Text Mining Analytics, Support Vector Machine - K Nearest Neighbour - Naive Bayes, Python, Ensemble Techniques

2) Data Mining Project: Digital Marketing Advertisement Data Segmentation

Description: The ads24x7 is a Digital Marketing company which has now got seed funding of \$10 Million. They are expanding their wings in Marketing Analytics. They collected data from their Marketing Intelligence team and now wants you (their newly appointed data analyst) to segment type of ads based on the features provided. Use Clustering procedure to segment ads into homogeneous groups.. Learning: Part 1. Clustering: I was acquainted with reading the dataset, to performing Exploratory data analysis and descriptive statistics, Z-score, Hierarchical Clustering by constructing a Dendrogram using WARD and Euclidean distance, making Elbow plot (up to n=10) and identify optimum number of clusters for k-means algorithm, printing silhouette scores for up to 10 clusters and identifying optimum number of clusters, grouping the data by clusters and take sum or mean to identify trends in Clicks, spend, revenue, CPM, CTR, & CPC based on Device Type Part 2. PCA: Firstly read the data and perform basic checks like checking head, info, summary, nulls, and duplicates, etc. performing detailed Exploratory analysis, scale the Data using z-score method, create the covariance Matrix Get eigen values and eigen vector, Identify the optimum number of PCs, comparing PCs with Actual Columns and identify which is explaining most variance and, writing inferences with the linear equation for first PC Skills and Tools: EDA, Clustering, PCA, Data Mining, Silhouette Score, Segmentation

3)SQL Project: Create Quarterly Report for New-Wheels Company CEO

Description: New-Wheels sales have been dipping steadily in the past year, and due to the critical customer feedback and ratings online, there has been a drop in new customers every quarter, which is concerning to the business. The CEO of the company now wants a quarterly report with all the key metrics sent to him so he can assess the health of the business and make the necessary decisions. Learning: There were various set of question which were answered in this project such as calculating Total Revenue, Total Orders, Total Customers, Average Rating, Last Quarter Revenue, Last Quarter Orders, Average Days to Ship, % Good Feedback with the help of MySQL in-built functions, Joins, Windows functions, Subqueries. These answers were gathered for extracting key business insights for the CEO to make important decisions for company Skills and Tools: SQL in-built functions, Joins, Windows functions, Subqueries