Deepsha Menghani

Website: https://deepshamenghani.quarto.pub/dmenghani/

Experienced Data & Applied Scientist with a proven track record of delivering data-driven insights and fostering an inclusive culture, seeking to leverage my expertise in data science, analytics, and DEI to help drive key business decisions and lead with empathy.

Experience

MICROSOFT CORPORATION   **Seattle, WA US**

Sr. Data and Applied Scientist (2021-present)

- Developed investment impact measurement framework using SQL and R, coordinating with stakeholders across Engineering, Finance, and Marketing teams.
- Architected and coded data science recommender models for customers targeting low-code products using tidymodels and creatively collected feedback from field sellers for feature enhancement.
- Shared knowledge on data visualizations through interactive animation using plotly and gganimate; blog created with Quarto and published with GitHub actions.
- Communicated complex data insights to leadership and stakeholders using interactive Quarto and markdown reports, translating data into actionable insights.
- Built and led a community of 11 members to foster a safe space for Diversity, Equity, and Inclusion initiatives across an organization of 400 employees.
- Mentored new hires and interns as part of Microsoft's leadership development program.
- Analyzed social media knitting account projects within a multi-language team of Python and R users using reticulate and ggplot R packages for Microsoft Hackathon.

Data and Applied Scientist (2019-2020)

- Designed and implemented anomaly detection model for upstream stakeholder data sources with custom data visualizations and automated reports using Shiny and R.
- Educated and guided the team to gather business needs, manage stakeholders, and deliverables through content and blog posts publishing.
- Trained the team on the basics of R and markdown with code samples and demo documents to strengthen communication and presentation skills.

Product Marketing Manager (2016-2019)

- Formulated customer segmentation and funnel strategy to drive product growth from awareness to adoption.
- Drove product demo during the CVP keynote for over a thousand attendees at the Spark and AI Summit.
- Run monthly alignment meetings with engineering, business planning, field, and partner teams to drive fiscal year strategy for Azure Databricks business growth.
- Conducted content marketing and messaging research to identify and develop targeted content for data engineers and data scientists.

Education

Certification, Harvard University
Data Science and Statistical Learning with R, August 2022

Darden School of Business, University of Virginia   **Charlottesville, VA US**
Master of Business Administration, May 2016

- Received Business Analytics and Marketing specializations
- Elected Second Year Coach to mentor 5 First Year Students

Birla Institute of Technology and Science   **Pilani, India**
Bachelor of Engineering (Honors) Electrical and Electronics, September 2010