

Geerthika Senthil

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🌐 [linkedin.com/in/Geerthika-Senthil/](https://www.linkedin.com/in/Geerthika-Senthil/)

Skills

- **Languages:** Java, Python, R, SQL, Ruby on Rails, C#, Kotlin, HTML/CSS, JavaScript, VBA
- **Tools:** TensorFlow, Pandas, Numpy, Knime, Git, Heroku, Tableau, Pivot Tables

Experience

System Support Programmer Intern

May - Aug 2021

Ministry of the Attorney General, Toronto, ON

- Created 2 workflows to eliminate manual handling of documents and streamline the process of making Registered Disability Savings Plan accounts and contributions for 3000+ clients using **C#**
- Developed a data warehousing procedure in **SQL**; scripted 20 data loaders and parsers in Toad for Oracle with **ANSI SQL, PL/SQL, and T-SQL**, replacing 5 cross-functional workflows
- Designed 7 custom reporting interfaces for 5+ departments using **SSDT** for Visual Studio and **XML**

Data Science Intern

Sept - Dec 2020

PepsiCo Foods, Mississauga, ON

- Designed three dashboards in **Tableau** to track the behaviour of Canadian shoppers at the retailer, brand, and cohort level to gain actionable shopper insights and determine product popularity
- Created a data model in **Python** that tracked the impact of product placement changes on sales
- Worked in a team to propose a 2-year action plan to increase the national sales of the 'Better for You' product line

Project Management & Data Analytics Intern

Jan - Apr 2020

PepsiCo Foods, Mississauga, ON

- Performed data wrangling in **Trifacta** to help move 3+ years of sales data to the cloud and create insights into portfolios without purchasing third party data
- Created a dashboard for PepsiCo's sales portal which replaced 6 daily sales reports and enabled teams to track sales metrics and forecast product performance
- Took initiative to reconfigure the company's onboarding protocol by creating 20+ user guide videos for TPM, a promotion tool

Projects

Voice Code App (2nd Place) - Developer

Dec 2020

- Collaborated with a team to create a CAPTCHA security application in **Python** dedicated to providing accessibility to individuals with disabilities by leveraging speech to text recognition
- Trained machine learning model using 300+ voice samples in **TensorFlow**
- Created the User Interface of the mobile application using **XML** and **Kotlin** in **Android Studio**

DHL Package Optimization App (2nd Place) - Developer

Jan 2020

- Coded an application in **Python** that helps warehouse workers determine which two packaging cartons are the most optimal and minimizes the amount of empty space in delivery trucks
- Presented our application to the Head of Operations at DHL at the IISE Conference

Digital Diary App - UI Design Co-Lead

Jan 2019

- Designed and coded the layout of an application dedicated to giving people positive affirmations to help promote better mental health
- Utilized **Figma**, **HTML**, **JavaScript**, and **CSS** to design the User Interface of the application

Education

University of Waterloo

Sept 2018 - May 2023

3A Candidate for Bachelor of Applied Science, Management Engineering

- **Relevant Coursework:** Algorithms and Data Structures, Principles of Software Engineering, Databases and Software Design, Data Mining, Introduction to Optimization
- **Clubs & Societies:** Industry 4.0 Design Team R&D Lead, Entrepreneurship Society Project Manager, Data Science Club, Women in Engineering, First-year Student Coach