11th September 2025

As the Chief Technology Officer at DailyGo Pvt. Ltd, I am delighted to pen this letter of recommendationfor Deepti Hegde Mahabaleshwar, who is applying to your graduate programme. I had the opportunity to oversea the work of Deepti during her time with our data and analytics team, where she made significant contributions to our efforts to transform the gig-work sector through technology-driven solutions.

At DailyGo, we faced unique challenges in bridging the gap between companies and gig workers, issues such as worker no-shows, delayed payments, and inefficient workforce allocation. Deepti quickly familiarised herself with these challenges and brought clarity and structure to how data could be leveraged to address them. Using tools like Python for modelling, SQL for querying large datasets, and Power BI for data visualisation and presenting insights to the leadership team, she worked on analysing post-gig survey data, finding patterns in cancellations, and creating models that increased worker-job matching and fulfilment rates by roughly 7–8%, increasing the overall rate to about 52%.

One of Deepti's strongest contributions was in the area of geospatial analysis, where she developed demand–supply heatmaps to identify gig opportunities across Bangalore. These insights were vital in shaping our marketing strategy and workforce planning, as they clearly showed where job postings were concentrated and where students and workers resided. Her ability to translate raw data into clear, actionable business insights made her stand out.

Deepti also showcased expertise in predictive modeling and optimization, contributing to systems that forecasted workforce shortages and cancellations while improving slot allocation and pricing strategies. Her work directly supported the scaling of our prototype application, where features like real-time gig postings, attendance, worker tracing, and escrow-based payments were being developed.

What I appreciated most about Deepti was her problem-solving mindset. She never treated data analysis as an end in itself but always asked how it could solve a real pain point for workers and companies. This user-centric approach, combined with her technical competence, ensured that her contributions were practical and impactful. For instance, when our team was working on the dynamic pricing model and struggling to account for multiple factors, Deepti suggested incorporating a few overlooked features that directly influenced worker availability and client demand. She demonstrated their relevance with clear percentage-based evidence, which significantly improved the model's accuracy. She collaborated seamlessly with Development and BDA teams, showing teamwork, adaptability, and the confidence to lead discussions.

Overall, I am confident that Deepti's strong analytical ability, her experience in applying data science to real-world business problems, and her dedication to continuous learning will make her a valuable asset in her higher studies and beyond. Therefore, I endorse Ms. Deepti Hegde Mahabaleshwar for admission to your esteemed university. If you have any further questions or require additional information, Feel free to contact me at sheetal@dalygoindia.in or +91 7975237173.

For Daily Go Pvt. Ltd.

Sincerely,

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