San Diego, California (858) 241-8575 skshetty@ucsd.edu

### **EDUCATION**

### Master of Science in Business Analytics, Rady School of Management

06/2025

University of California, San Diego, California

- Relevant Courses: Collecting and Analyzing Large Data, Web Mining & Recommender Systems, Customer Analytics
- CGPA: 3.94 / 4

### Master of Business Administration, Technology Management (Dual Degree)

07/2023

Narsee Monjee Institute of Management Studies (NMIMS), Mumbai, India

• CGPA: 3.89 / 4 (2nd rank, Silver Medalist)

### Bachelor of Technology, Computer Engineering, Minor Artificial Intelligence & Machine Learning

07/2023

Narsee Monjee Institute of Management Studies (NMIMS), Mumbai, India

• CGPA: 3.89 / 4

### **EXPERIENCE**

### Associate Consultant, Ernst & Young, Mumbai, India

05/2023 - 05/2024

- Analyzed 7 HRMS solutions to evaluate their features and identify best-fit option for a private bank
- Collaborated with a cross-functional team of 6 to design user-friendly recruitment journey, addressing key pain points in the recruitment process
- Achieved a projected 32.3% reduction in time-to-hire by leveraging automation and implementing targeted process improvements
- Defined 100+ functional requirements and corresponding user stories, creating a clear roadmap for new recruitment process
- Presented the redesigned recruitment journey to Head of Talent Acquisition and regional heads, driving alignment on digital transformation initiatives

## Product Management Intern, Hewlett Packard Enterprise, Bangalore, India

05/2022 - 09/2022

- Evaluated 173 sales leads for two software products, prioritizing 12 high-value opportunities to create a sales pipeline that aligned with the company's capabilities and market potential
- Created sales playbook for a container platform providing structured strategies that enabled consistent sales approaches

### Web Development Intern, Godrej Infotech Ltd., Mumbai, India

05/2021 - 06/2021

 Developed and optimized the user interface for a newsletter website using HTML5, CSS3, Bootstrap 5, and JavaScript, enhancing functionality, reducing load time, and increasing user engagement by 22.5%

### **PROJECTS**

# Understanding Credit Card Churn: Data-Driven Insights and Predictive Modeling, Rady School of Management

12/2024

- Conducted exploratory data analysis and advanced preprocessing to identify critical predictors of customer attrition
- Designed and optimized machine learning models, including Random Forest, Gradient Boosting, and XGBoost with Recursive Feature Elimination, to predict credit card customer attrition with an F1-score of 0.91

# Soccer Transfer Strategy and Analysis Dashboard, Rady School of Management

12/2024

- Developed a dynamic Transfer Analysis Dashboard in Tableau using dynamic visualizations and interactive filters to evaluate player performance and monitor market trends
- Enabled data-driven recruitment for talent scouts by analyzing valuation trends and identifying high-value targets for future transfer windows

#### Melanoma Tumour Size Prediction using Artificial Neural Network, NMIMS University

06/2022

- Implemented feature engineering and constructed an artificial neural network using Python and TensorFlow for melanoma tumor size prediction, achieving MSE of 10<sup>-4</sup> and R<sup>2</sup> of 0.99, indicating high accuracy
- Co-authored a paper presented at an IEEE Conference IATMSI 2022

### SPECIALIZED SKILLS

- Programming Languages: Python, SQL, R
- Data Analysis and Visualization: Tableau, MS Excel, NumPy, Pandas, Matplotlib
- Big Data Tools: Hadoop, Apache Spark
- Machine Learning: TensorFlow, Keras, Scikit-learn
- Web Development: HTML5, CSS3, JavaScript