SHAKSHI GANDHI

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SUMMARY

Data professional with 3 years of experience turning complex data into insights, curious to know the why behind trends

EDUCATION

University of Washington | Master of Science in Information Management United States | 2024 – 2026
Specialization – Business Intelligence, Data Science
Core competencies: SQL, Python, Tableau, Excel, Database Management, Business Analytics, Data Science, Statistics

University of Mumbai | Bachelor of Technology, Information Technology India | 2017 – 2021

PROFESSIONAL EXPERIENCE

Boehringer Ingelheim, Data Analyst Intern Sep 2025 – Present
- Developing data-driven solutions using Python & SQL, and AI/ML techniques to support business decision-making
- Working with large healthcare datasets to preprocess, analyze, and generate insights for research and operations

Foster School of Business, University of Washington – Data Analyst Jun 2025 – Present
- Leading end-to-end marketing analytics projects [Competitor Analysis, Prospect-Applicants Conversion] by integrating Salesforce CRM and Google Analytics, and automating Tableau/Excel dashboards on 5+ years of data, uncovering $60K+ in annual savings

ZS Associates – Decision Analytics Associate (AbbVie Allergan; SQL, Excel, Python, PowerPoint) Mar 2022 – Mar 2024
- Optimized channel investments with Marketing Mix (Bayesian Regression), enabling brand to target high-performing channels and driving a 6% profit growth and ~$15MM (1%) market share gain
- Rebuilt Excel tool in Python for a $650MM portfolio, optimized SG&A allocation and boosted sales forecasts by $10MM
- Automated A/B testing in Python, reducing time from 2 days to 3 hours, driving 4% revenue lift for a Fortune 100 client
- Developed reusable SQL CTEs and delivered 15+ dashboards across 5 brands, enabling 20% efficiency gains and strategy shifts
- Mentored juniors and created SQL/Python docs adopted by 3 teams, boosting code quality and accelerating onboarding by 30%

Oracle – Associate Consultant (JavaScript, Banking Operations) Aug 2021 – Mar 2022
- Developed 30+ front-end modules for a bank using Oracle JavaScript Extension, improving functionality and user experience
- Improved website testing, increasing reliability by 20% and enabling adoption across 3+ client sites

Colgate Palmolive – Technical Analytics Intern (SAP Marketing Cloud, Excel, Tableau, HTML) Jan 2021 – Jul 2021
- Provided actionable insights through bi-weekly Tableau dashboards, driving a $20K marketing reallocation in Asia
- Deployed targeted website marketing campaigns on GCP App Engine, increasing web traffic by 20% and conversions by 10%
- Built A/B testing tool for leadership, enabling real-time campaign performance tracking and strategy optimization

ACG World – Analytics Intern (PowerBI, DAX Query, JSON) Jul 2020 – Sep 2020
- Built Power BI dashboards and custom visuals to track supply chain KPIs, identify revenue leaks, and optimize performance
- Automated weekly reports with DAX and JSON connectors, reducing delivery time by 20%
- Enabled self-service analytics through drill-down features, increasing cross-departmental usage by 40%

PROJECTS

Data Visualization & Business Intelligence Projects [Portfolio]
- Built Tableau dashboards for business and behavioural analytics; created calculated fields, KPIs, and filters to surface actionable insights. Projects: Superstore Sales Analysis, Pizza Brand Strategy, Browser Usage Statistics, Lifespan of Human Relationships

Customer Segmentation and Targeted Marketing
- Used SQL & Excel for data wrangling, and Python to cluster 15K+ customers using behaviour and demographics, enabling personalized campaigns and promotions

Predictive Modelling for Movie Analytics
- Processed 50K+ movie ratings in Python (cleaning, imputing, normalizing) and built regression models, achieving 70% precision and 60% recall to support better personalized content recommendation strategies

Time Series Forecasting for Electricity Pricing
- Developed a XGBoost time series model to forecast electricity demand and dynamic pricing across cities using historical consumption, weather, and cost data, improving load planning and pricing, and reducing demand-supply mismatches by 12%

Machine Learning for Automated Speech Recognition
- Designed a speech recognition system converting text to spoken form, improving contextual understanding accuracy from 39% (TF-IDF & Random Forest) to 85% using Word2Vec and neural networks

Wi-Fi Based Indoor Navigation App
- Built an indoor navigation app using Dijkstra's algorithm and Wi-Fi signals to optimize path, reducing travel time by 15%. Added features like mask detection, barcode scanner, real-time traffic visualization; IEEE 2021(doi: 10.1109/I2CT51068.2021.9417959.)

TOOLS AND SKILLSET

- **Data Analytics:** SQL, Tableau, PowerBI, Looker, Excel, KPI dashboarding, Time Series Forecasting, Statistics, Data Modelling
- **Marketing & Operations:** A/B Testing, Marketing Mix, ETL operations, Regression
- **Data Science:** Python (Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn, TensorFlow)
- **Data Platforms & Cloud:** Snowflake, Apache Spark, AWS, SAP Marketing Cloud, Salesforce Marketing Cloud