# SHAKSHI GANDHI

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## SUMMARY

Data professional with experience in SQL, Python, ML, and AI, I have driven analytics that optimized $650M+ budgets, improved customer retention, automated workflows and processes, and accelerated decision-making. I specialize in finding patterns in data, understanding the "why" behind numbers, and building solutions that deliver impact.

## EDUCATION

**University of Washington** | Masters – MSIM (Business Intelligence, Data Science)          United States | 2024 – June 2026
Competencies: Python, SQL, Data Science - ML, DBMS, People Analytics, Statistics, Artificial Intelligence, Social Media Analytics
**University of Mumbai** | Bachelor of Technology, Information Technology          India | 2017 – 2021

## SKILLS

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| **Analytics** | SQL, Advanced Excel, Tableau, Power BI, Data Wrangling, A/B Testing, Marketing Mix, Statistics |
| **Data Science** | Python (Pandas, NumPy, scikit-learn, TensorFlow), Predictive Modeling, Machine Learning, Time Series Forecasting |
| **Platforms** | Snowflake, Apache Spark, AWS, Azure, GitHub/Bitbucket, SAP Marketing Cloud, VS Code, JupyterLab, Airflow |

## PROFESSIONAL EXPERIENCE

**Boeing - Women in Cloud – Student Developer** (MLOps, Python)          Jan 2026 – Present
- Developing an open-source MLOps Lab, including real-world ML examples and a web app demonstrating model selection, deployment, automation, and monitoring workflows

**Boehringer Ingelheim – Data Analytics & AI Intern** (Python, LLMs, RAG, Streamlit, Data Strategy)          Sep 2025 – Present
- Developing an AI chatbot and using retrieval-augmented generation to enhance model context for coding and quality-check tasks
- Analyzing real-world evidence data workflow to identify gaps and improve data integration. Presented recommendations to leadership that streamlined workflows and reduced costs within a $30M data budget

**Foster School of Business, University of Washington – Data Analyst** (Tableau, GA4, Looker, Excel)          Jun 2025 – Present
- Performed geo-targeting analysis to identify high prospect-to-enrollment regions, optimizing targeting and improving ROI by 0.3 points
- Benchmarked Foster against top B-schools on rankings and placement metrics, recommending strategies that can improve enrollment

**ZS Associates – Decision Analytics Associate** (AbbVie Allergan; SQL, Excel, Python, Problem Solving)          Mar 2022 – Mar 2024
- Applied marketing mix to optimize $650M investment, allocating spend toward high-ROI drivers and improving effectiveness by 6%
- Led customer segmentation and journey mapping for 5 brands, identifying high-value customer clusters and gaining $5M in cross-sell
- Automated A/B testing in SQL for campaign measurement, improving turnaround time from 2 days to 3 hours
- Rebuilt Excel-based forecasting tool in Python for a $650M portfolio, optimizing SG&A allocation and boosting forecasts by $10M
- Developed reusable SQL CTEs, query assets and delivered 10+ dashboards across 5 brands. Mentored juniors and created SQL/Python documents adopted by 3 teams, boosting code quality and accelerating onboarding

**Oracle – Associate Consultant** (JavaScript – Frontend Engineering, Banking Operations)          Aug 2021 – Mar 2022
- Improved functionality by developing 30+ front-end modules for a banking platform using Oracle JavaScript Extension

**Colgate Palmolive – Analytics Intern** (SAP Marketing Cloud, Excel, Tableau, HTML, GCP)          Jan 2021 – Jul 2021
- Analyzed sales and media investment and used diminishing returns curve to identify under-invested regions and guide $20K reallocation
- Created an A/B testing tool on Excel for leadership to assess new toothpaste campaign's true impact versus baseline brand equity
- Deployed a targeted marketing campaign on Colgate's website using GCP App Engine, tested use case feasibility, tracked conversions

## 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

**Predictive Modelling for Movie Analytics**
- Processed 50K+ movie ratings in Python (cleaning, imputing, normalizing) and applied regression, achieving 70% precision and 60% recall in rating prediction, provided insights to support better personalization of content recommendation

**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 gaps by 12%

**Machine Learning for Automated Speech Recognition [Link]**
- Designed a text-to-speech model, improving accuracy from 39% (TF-IDF + Random Forest) to 85% (Word2Vec + neural networks), demonstrating end-to-end ML experience in preprocessing, modeling, and evaluation

**Fake Review Detection and Summarization using Fine-Tuned LLM**
- Preprocessed (tokenization, stratified sampling, label balancing) 30K+ Amazon reviews and developed an ML pipeline to detect and summarize fake reviews using Random Forest and fine-tuned DistilBERT

**Wi-Fi Based Indoor Navigation (Android App)**
- Developed a Wi-Fi based indoor navigation app using Dijkstra's algorithm to optimize routes in real-time, reducing travel time by 15%; integrated real-time traffic visualization, mask detection, barcode scanning (IEEE 2021, doi: 10.1109/I2CT51068.2021.9417959)