

# SHAKSHI GANDHI

[shakshigandhi.a@gmail.com](mailto:shakshigandhi.a@gmail.com) | [Personal Website](#) | 206-510-0994 | United States | [LinkedIn](#)

## SUMMARY

Data professional with 3 years' experience applying machine learning, scalable analytics, and data engineering to deliver solutions

## EDUCATION

**University of Washington** | Master of Science, Information Management United States | 2024 – 2026  
Specialization – Data Science, Business Intelligence

Core competencies: Data Science, Python, Statistics, SQL, Large Language Models, Database Management, Business Analytics

**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 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

### Fake Review Detection and Summarization using Fine-Tuned LLM

- Built a fake review detection and summarization system on 30K+ Amazon reviews, combining Random Forest and fine-tuned DistilBERT (22% accuracy gain); preprocessing involved cleaning, imputing, tokenization, stratified sampling, label balancing

### 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

### 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%

### 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

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