

SHAKSHI GANDHI

shakshigandhi.a@gmail.com | 206-510-0994 | United States | [linkedin.com/in/shakshigandhi/](https://www.linkedin.com/in/shakshigandhi/)

SUMMARY

Data professional with 3 years' experience, focused on building models, analyze data, and help business make smarter decisions

EDUCATION

University of Washington | Master of Science in Information Management United States | 2024 – 2026

Specialization – Data Science, Business Intelligence (GPA: 3.8/4.0)

Core competencies: Data Science – Foundations and Machine Learning, Python, Statistics, Querying – SQL, Visualization, Artificial Intelligence – Building Large Language Models, Data Mining, Database Management, Business Analytics, Big Data Analysis

University of Mumbai | B. Tech Information Technology (GPA: 3.8/4.0)

India | 2017 – 2021

PROFESSIONAL EXPERIENCE

ZS Associates – Decision Analytics Associate (*AbbVie Allergan – US Pharma; SQL, Excel, Python*) Mar 2022 – Mar 2024

- Optimized channel investments using Marketing Mix Modeling (**Bayesian Regression**), enabling brand to target high-performing channels and driving a projected **6% profit growth** and **~\$15MM (1%) market share gain**
- Rebuilt an Excel **budget tool** in Python for a \$650MM portfolio, optimizing SG&A allocation and boosting 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
- Streamlined reporting with reusable SQL (**CTEs in Snowflake**), reducing operational effort by 20%
- Delivered 20+ monthly analyses and Power BI dashboards across 5+ brands, driving exec decisions and mid-quarter 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, Java, Banking Operations*)

Aug 2021 – Mar 2022

- Enhanced user experience, functionality by developing **30+ front-end website** modules for an international bank using OJET
- Refined integrated website testing, **boosting reliability by 20%** and driving adoption of framework across 3+ client websites

Colgate Palmolive – Technical Analytics Intern (*SAP Marketing Cloud, Excel, Tableau, HTML*)

Jan 2021 – Jul 2021

- Provided actionable insights through bi-weekly Tableau dashboard presentations, driving a **\$20K marketing reallocation** in Asia
- Hosted targeted website marketing campaigns via GCP App Engine, driving **20% website traffic** & 10% conversion growth
- Streamlined workflows, **reducing delivery time by 30%**, and provided data-driven insights to improve marketing efficiency
- Developed **A/B test tracking visuals in Tableau** for leadership to assess campaign success and adjust strategies in real time

ACG World – Analytics Intern (*PowerBI, DAX Query, JSON*)

Jul 2020 – Sep 2020

- Created Power BI dashboards to track KPIs across supply chain and marketing, improving visibility and decision-making cadence
- Automated weekly report generation using DAX measures and JSON-based data connectors, reducing report delivery time by 20%
- Enabled business team to self-serve through Power BI's drill-down feature, **increasing cross-departmental usage by 40%**
- Supported product and operations teams with custom visuals to **identify revenue leaks** and **optimize performance metrics**

ACADEMIC PROJECT EXPERIENCE

Text Normalization with Machine Learning

- Developed a machine learning-based text normalization system to convert text into spoken form for automatic speech recognition
- Implemented Random Forest with TF-IDF, achieving 98.21% class prediction accuracy but only 39.37% match accuracy. Enhanced the approach with Word2Vec and Neural Network, improving contextual understanding and increasing accuracy to 84.87%

Movie Ratings Analysis and Predictive Modeling

- Built an analytical framework to analyze 100K+ movie ratings, utilizing Python and engineered data processing pipelines for cleaning, handling missing values, normalizing categorical variables and preprocessing
- Predicted movie ratings using supervised machine learning – regression models, achieving 70% precision and 60% recall

Electricity Demand and Price Forecasting

- Developed a time series forecasting model using XGBoost to predict electricity demand and pricing across multiple cities
- Extracted key insights for intraday price and demand fluctuations, enabling better load management and pricing strategies
- Enhanced decision-making by optimizing forecasting capabilities, reducing demand-supply mismatches by 12%

Customer Segmentation and Targeting for Retail

- Segmented 15,000+ consumers into 5 distinct groups based on buying behavior, frequency, lifestyle, income, and demographics, enabling data-driven marketing strategies. Leveraged SQL & Excel for data extraction, transformation, and analysis
- Recommended marketing strategies by analyzing promotions, media channels, and touchpoints

Automated Shopping and Wi-Fi Based Indoor Navigation Android App

- Android app leveraging Dijkstra's Algorithm and Wi-Fi-based navigation for real-time shortest path optimization in enclosed areas, reducing total time by 15%, with features like mask detection (Caffe Model), human traffic control, and a barcode scanner
- IEEE Paper Publication:* 2021 Convergence in Technology conference (ISBN: 978-1-7281-8876-8; Doc ID: 9417959)

TOOLS AND SKILLSET

- Data Science:** Python (Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn, TensorFlow), SQL, Algorithms, Statistics
- Data Platforms & Cloud:** Snowflake, Databricks, Apache Spark, AWS, Apache Kafka, Google Cloud, SAP Marketing Cloud
- Data Analytics:** Business Insights, Regression, Time Series Analysis, Healthcare Consulting, Tableau, PowerBI, Looker
- Marketing & Operations:** A/B Testing, Marketing Mix, ETL Operations, Modeling, Data interpretation, Data visualization