SHAKSHI GANDHI

shakshigandhi.a@gmail.com | LinkedIn | Website | 206 510 0994 | United States

SUMMARY

Skilled in SQL, Python, Data Science, and Advanced Excel with experience in customer and growth analytics. I have optimized multi-million-dollar spends, automated analytical processes, identified insights that improved ROI, cross-selling and marketing strategy.
I focus on finding patterns in data, understanding the 'why' behind numbers, and making recommendations that move the needle.

EDUCATION

University of Washington | Masters – MSIM (Business Intelligence, Data Science)   United States | 2024 – June 2026
Competencies: Python, SQL, Data Science - ML, RDBMS, People Analytics, Statistics, Artificial Intelligence

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

SKILLS

Analytics	SQL, 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, GitHub/Bitbucket, SAP Marketing Cloud, VS Code, JupyterLab

PROFESSIONAL EXPERIENCE

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 process gaps and improve data integration and procurement efficiency. 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 docs adopted by 3 teams, boosting code quality and accelerating onboarding

Oracle – Associate Consultant (JavaScript – Frontend Engineering, Banking Operations)   Aug 2021 – Mar 2022
- Improved functionality and UX 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)