SHAKSHI GANDHI

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SUMMARY

Data professional with 3 years' experience turning messy data into clear insights that help teams make smarter, faster decisions

EDUCATION

University of Washington | Master of Science in 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

Foster School of Business, University of Washington – Data Analyst   Jun 2025 – Present
- Leading end-to-end marketing analytics projects; building Python-based data models integrating Salesforce CRM and Google Analytics
- Automating dashboards in Tableau, Looker, Excel, visualizing 4+ years of customer data and uncovering $60K+ in annual cost savings
- Delivering executive-level insights and go-to-market recommendations via interactive dashboards and presentations

ZS Associates – Decision Analytics Associate (AbbVie Allergan – US Pharma; SQL, Excel, Python, PowerPoint)   Mar 2022 – Mar 2024
- Optimized channel investments using Marketing Mix Modelling (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 workflow in Python, reducing time from 2 days to 3 hours, driving 4% revenue lift for a Fortune 100 client
- Developed reusable Snowflake SQL (CTEs), reducing ETL load and enabling 20% operational efficiency
- Delivered 15+ recurring dashboards and ad-hoc analyses across 5+ brands, driving quarterly 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
- 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, increasing web traffic by 20% and conversions by 10%
- 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 in 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 and JSON-based 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

Data Visualization & Business Intelligence Projects [Portfolio]
- Created interactive Tableau dashboards for business and behavioural analytics, enabling stakeholders to drive decisions across marketing, sales, and strategy functions. Applied calculated fields, parameters, KPIs, and dynamic filters to uncover insights
- Projects: Superstore Sales Analysis, Pizza Brand Strategy, Browser Usage Statistics, Lifespan of Human Relationships

Predictive Modeling for Entertainment Analytics
- Utilized Python to preprocess 100K+ movie ratings (cleaning, imputing, normalizing) and applied regression, achieving 70% precision and 60% recall in rating prediction; provided insights into ratings to support content recommendation strategies for streaming platforms

Time Series Forecasting for Electricity Pricing
- Developed an XGBoost-based time series model to forecast electricity demand and dynamic pricing across cities using historical consumption, weather, and cost, enabling better load planning and pricing, helping reduce demand-supply mismatches by 12%

Customer Segmentation and Targeted Retail Marketing
- Clustered 15K+ customers using behaviour and demographics data, enabling targeted campaigns and personalized promotions. Used SQL & Excel for data wrangling, proposed touchpoint-based marketing strategies which led to better customer response

Text Normalization using Machine Learning for Automated Speech Recognition
- Designed a system to convert raw text into spoken form for use in speech recognition for contextual understanding of phrases. Improved contextual accuracy from 39.37% (TF-IDF + Random Forest) to 84.87% using a Word2Vec + Neural Network model

Indoor Navigation & Smart Retail App Development
- Developed an app using Dijkstra's Algorithm and Wi-Fi-based navigation for indoor path optimization, reducing travel time by 15%. Integrated features like mask detection, barcode scanning, traffic visualization; IEEE 2021 (ISBN: 978-1-7281-8876-8)

TOOLS AND SKILLSET

- **Data Science:** Python (Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn, TensorFlow), Jupyter Notebook, Data Storytelling
- **Data Platforms & Cloud:** Snowflake, Databricks, Apache Spark, AWS, Azure, SAP Marketing Cloud, Google Cloud, Salesforce
- **Data Analytics:** Tableau, PowerBI, Looker, KPI dashboard, Time Series, Excel, MongoDB, Firebase, SQL, Statistics, Data Modeling
- **Marketing & Operations:** A/B Testing, Marketing Mix, ETL Pipelines, Data visualization, Regression, Business Acumen