

# 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 delivering value using machine learning, scalable analytics, and data engineering

## EDUCATION

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

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

**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%
- 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

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

- Built an ML pipeline on 30K+ Amazon reviews to detect fake reviews using Random Forest followed by fine-tuned DistilBERT, improving detection accuracy by 22%; preprocessing involved tokenization, stratified sampling, label balancing
- Deployed a Streamlit web app for sentiment analysis and review summarization, simulating an eCommerce monitoring dashboard

**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

**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%

**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

**Data Visualization & Business Intelligence Projects** [\[Portfolio\]](#)

- Created interactive Tableau dashboards for business and behavioural analytics, enabling stakeholders to drive decisions across marketing

**Projects:** [Superstore Sales Analysis](#), [Pizza Brand Strategy](#), [Browser Usage Statistics](#), [Lifespan of Human Relationships](#)

**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

**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