

# Tanishqa Shetty

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## EDUCATION

### University of Washington

Seattle, WA

Master of Science in Information Management (GPA- 3.95/4)

Sep 2022 - Jun 2024

**Coursework:** Data Engineering, Data Mining, Machine Learning, Advanced Statistics, Data Visualization

### University of Mumbai

Mumbai, India

Bachelor of Engineering – Computer Engineering (GPA- 9.23/10)

Aug 2017 - Jun 2021

**Coursework:** Big Data Analytics, Data Warehousing & Mining, Data Structures & Algorithms, Statistics

## TECHNICAL SKILLS

**Programming-** Python, SQL, R, C, HTML/CSS, Spark, Sci-Kit Learn, Tensorflow, Numpy, Pandas, Matplotlib, Streamlit, Seaborn

**Tools-** Linux/Windows/OS X CLI, AWS S3, AWS EC2, Tableau, Microsoft Power BI, Jupyter Notebook, Airflow, HDFS, Hive

**Certifications-** GCP Associate Cloud Engineer, Google Analytics Individual Qualification, Tableau Desktop Specialist

## WORK EXPERIENCE

### University of Washington

Seattle, WA

Data Engineer Intern

Mar 2023 – Present

- Engineered **ETL pipelines to build a data warehouse** for Financial Planning & Analysis team using **SQL, Python & Microsoft SSIS**
- Optimized SQL queries, **reducing query execution time by 20%** and improving overall finance database performance
- Enhanced forecasting accuracy by 15%** through implementation of **Random Forest model**, upscaling the finance team's ability to anticipate market trends and financial outcomes
- Developed 5+ financial **dashboards and automated reports** using **Power BI** to visualize financial performance & trends

### Quantiphi Inc.

Mumbai, India

Data Scientist

June 2021 – June 2022

- Performed **exploratory data analysis on customer & marketing data using Python and SQL**, identifying current trends and insights that optimized ROI for marketing teams, leading to ~2x revenue growth
- Spearheaded the strategic implementation of **A/B testing using Google Optimize** for a targeted advertising model & visualized the performance metrics on **Tableau**, increasing user engagement by 32%
- Developed a customer churn prediction model using **XGBoost Algorithm with RFM Analysis** in **GCP BigQuery** & automated pipelines using Cloud Scheduler, improving customer retention rates by 20%
- Developed NPS score predictor for an e-commerce retailer, utilizing **NLP-based text analytics and sentiment analysis** to analyze customer feedback, resulting in a 8-point improvement in NPS
- Built and automated 15+ **Tableau dashboards** through **SQL jobs** to monitor marketing KPIs performance daily

### 1 Martian Way

Mumbai, India

Data Scientist Intern

Nov 2019 – June 2020

- Developed a multi-class object detection model for a warehouse using **Faster-RCNN-Inception-V2 model** for **configuring the hyperparameters** during model training, reducing manual efforts by 5+ hours/day

## PROJECTS

### Monitoring and Assessment of Coral Reefs using AI (Partnership with Microsoft AI For Earth)

- Developed a model that detects and monitors coral reefs, invertebrates, and algae in the Indian Ocean using image annotation classification from the XL Catlin SeaView Survey dataset

### Network Graph Analysis for Pitchbook Data (Capstone Project)

- Spearheading the model development of 80,000+ Venture Capitalist relationships using Knowledge Graphs and Network Analysis to deliver data-driven insights

### News Aggregation via Google News Web Scrapping

- Scraped 20,000 Google News articles to aggregate current affairs across the world to analyze public sentiments through visualization, and compare sentiments at different timelines using **NLP techniques like Textblob**

## AWARDS & LEADERSHIP EXPERIENCES

- Recipient of BECU Term Scholar & Dean's Scholarship Award for being a top admit to the graduate program
- Operations Lead for Women Who Code Mumbai chapter, led 7 successful event campaigns alongside 9 volunteers
- National Semi-Finalist at the KPMG Ideation Challenge 2020: Led the product development in a 3 member team to build a vehicle safety system using IoT and Artificial Intelligence