# Vidhi Gandhi

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## EDUCATION

**Santa Clara University, Leavey School of Business** — **Santa Clara, CA**
***Master of Science in Business Analytics*** — **December 2020**
***Relevant Coursework:*** *R, Python, SQL, Machine Learning, Econometrics, Marketing Analytics, NLP, Deep Learning*

**MPSTME Mumbai, NMIMS University** — **Mumbai, India**
***B. Tech in Computer Science*** — **June 2016**
***Relevant Coursework:*** *DBMS, Image processing, HCI, Calculus, Data Warehousing and Mining, Big Data*

## EXPERIENCE

**Box** — **Redwood City, CA**
**Practicum Student** — **January 2020 – December 2020**

- Programmed BTYD model to define high probability churn customers achieved accuracy of 80% for 35000 users.
- Engineered 14 day cohort analysis to optimize customer retention after onboarding process and understand customer behavior.
- Derived and devised Stickiness factor boosting retention for customers with low probability of being active by 15%.
- Deployed Random Forest model to predict top 5 features impacting customer churn; These were utilized for A/B testing to target customer by product adoption team.
- Directed and organized weekly meetings and presentations with stakeholders of 4 business teams.

**Advanced tech skills & tools:** Python, R, SQL(RedShift Database), ML Algorithms, Data Cleaning, Feature Engineering, Customer Churn Modelling, Cohort Analysis, Data Visualization, MS Excel.

**Libraries:** Pandas, NumPy, Scikit-Learn , Matplotlib, Seaborn, NLTK, dplyr, and ggplot2, SHAP.

**Ernst & Young** — **Mumbai, India**
**Analyst, IT Risk Assurance** — **June 2016 – July 2018**

- Managed ITGC/SOX audits for ~8 large banks and insurance firms single handedly. Extracted and examined 3 million rows of data and converted it to actionable insights through data visualization.
- Formulated automated procedures for assessing Identity and Access Management (IAM) infrastructures for 30,000 employees, reducing weekly efforts by over 75%.
- Researched and identified gaps in business process of a leading private sector general insurance company in India. Performed System Documentation and streamlined entire business processes, such as policy purchase, policy claim and policy renewal.

**Selected Achievements:** Received Spotlight award for a large scale project involving 5 global teams, where I mentored 4 junior analysts and identified, reported and resolved a crucial error in the IT process in User Access management.

**Advanced tech skills & tools:** Microsoft Excel, Macros, Data Visualization, IT SOX Audits

## ACADEMIC PROJECTS

- **Stock Price Volatility Prediction using CNN, RNN:** Generated Glove embeddings from 17000 SEC 8k filings of all S&P 500 companies from 2011-2020. Developed several combinations of CNN, RNN and MLP Architectures, concluded with accuracy of 64% to forecast stock volatility immediately after SEC 8k filings with CNN, RNN combination.
- **Recipe Generator using RNN :** Built a model by training 100k recipes utilizing LSTM and RNN that recommends an entire recipe along with cooking instructions and ingredients when user inputs an ingredient.
- **US Unemployment Rate Time Series Analysis:** Analyzed the monthly U.S. unemployment rate for 900K observations spanning 27 years. Implemented STL decomposition and fit an ARIMA model on R to the time series and forecasted rate for next 4 years.
- **Analysis of Suicides in India:** In-depth analysis of 3 million suicide cases in India by visualization skills, explored 5 major parameters and proposed key factors to reduce suicidal rate.
- **Social Media Analytics:** Prepared, cleaned and reviewed in depth WhatsApp group chat data and real-time Spotify music trends. In Top 100 songs, discovered most similar/different songs and used K-means to cluster similar songs on basis of audio features.
- **Bank Marketing Campaign:** Applied marketing analytics and regression knowledge to study features influencing result of a Term Deposit Subscription and presented solutions for next campaign to be effective.
- **Twitter Sentiment Analysis, R shiny app, Python:** Designed and developed an information retrieval and classification system for sentiment analysis on Twitter. Utilizing word cloud, plots and tables, assessed the intensity of emotion in the tweets.

## ADDITIONAL INFORMATION

- **Additional Skills:** SQL**,** Tableau**,** Power BI**,** Spark, tensorflow, keras, nltk, AWS sagemaker, SAS, Marketing Analytics
- **Certifications:** Tableau Data Scientist, SAS® Academy for Data Science Badges, Advanced Google Analytics, AWS Data Analytics Fundamentals, Project Management for Beginners
- **Interests:** Travel (16 countries),Hiking, Dance (Bharat Natyam, Contemporary, Hip Hop), Squash, Social Service, Photography