

RUCHIKA VENKATESWARAN

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EDUCATION

Master of Science in Business Analytics (STEM)

Expected August 2021

Boston University Questrom School of Business; Boston, MA

- Relevant Coursework: Programming for Data Science, Supervised and Unsupervised Machine Learning, Business Experimentation and Causal Methods

Bachelor of Science in Business Administration (Specialization in Marketing)

May 2017

Nanyang Technological University; Singapore

- Relevant Coursework: Marketing Intelligence, Financial Management, Negotiation, Strategic Management, Statistics

RELEVANT WORK EXPERIENCE

Data Science for All: Women's Summit Fellow

September 2020 - October 2020

Correlation One, Boston, MA

- Selected out of 2000 applicants worldwide as a Data Science for All: Women's Summit Fellow with a 10% acceptance rate
- Targeted at increasing gender diversity in data science by providing 200 young women with 5 weeks of free technical training and mentorship

Research and Analytics Intern

June 2020 - August 2020

AI Global, Boston, MA

- Led AI Global's initiative with the Data Nutrition Project team to create a standard nutrition label for qualitative and quantitative datasets to enable data scientists to assess viability of training datasets
- Pioneered creation and development of 3 datasets to map AI policies undertaken by stakeholders worldwide

Junior Associate, Client Experience

July 2017 - July 2018

Weber Shandwick, Singapore

- Analyzed traditional and social media performance for a Fortune 500 client across 17 markets in Asia
- Leveraged measurement metric tools to track sentiment fluctuations. Cleaned social listening datasets by removing erroneous brand mentions and improved brand health by 70%
- Spearheaded efforts to create a positive economic perception of an emerging market government. Conducted a sentiment analysis on media reports and provided recommendations to strengthen foreign investor confidence

RELEVANT SKILLS

Languages: English | Hindi | Tamil

Technical Skills: Python | SQL | Tableau | R | JavaScript | React | Linux | Git | CSS | Bootstrap | Microsoft Office Suite

Relevant Coursework: Udacity Data Analyst Nanodegree | Full Stack Web Development Boot Camp, Harvard Extension School | Python Programming | Probability and Quantitative Methods | Data Structures using Python

RELATED PROJECTS

Predictive Analysis of Airbnb 2019 Sales in New York

March 2020 - April 2020

Independent Project, General Assembly, Boston, MA

- Cleaned data and conducted exploratory data analysis to study listings based on neighborhood boroughs, hosts and reviews
- Performed feature selection, built machine learning models (Linear Regression, Decision Tree, Random Forest) to predict revenue and achieved an R-squared of 70%

ADDITIONAL INFORMATION

Leadership Experiences: Speaker and Member, R-Ladies Global | Marketing Director, IEEE NTU Student Branch | Member, PyLadies - Women Who Love Coding in Python | Coordinator and Performer, NTU Indian Band

Awards: Certificate for Outstanding Contribution to Autodesk APAC Communications | Best UI/UX Certificate, Harvard Extension Web Development Boot Camp

Interests: Music (Indian Classical Vocalist - Grade 8 Diploma Holder) | Badminton Inter-School Team | Community Volunteer, Borobudur (UNESCO Heritage Site)