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RITIKA SHETTY

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EMPLOYMENT

IT Product Analyst Intern   **Equinix, Inc.**   **May 2019-Apr 2020**

Tableau | SQL | ServiceNow | GCP Cloud Datalab

- Analyzed huge data set with over 1 million records of historical sales to **discover trends** based on geography, product category and **extracted actionable insights** about profitable products and accounts to inform strategic decisions for NextGen project
- Performed **data driven budget analysis** to extract actionable insights improving 2020 Budgeting and eliminated 15% waste
- Designed **centralized system solution** to reduce 75% of operational cost automated processes eliminating manual tasks
- Leading implementation of **20+ advanced ServiceNow features** (New York Release) for Equinix Global Managed Services improving operational efficiency: Performance Analytics, Predictive intelligence, AI and NLU enabled Virtual Agent
- Built **Analytics Dashboards** tracking high impact business metrics and enabled business with self-service reporting
- Defined success metrics and **designed Tableau dashboard** to track metrics and effectively communicate data-driven insights

Data Analyst   **iConsult Collaborative**   **Sept 2018-Mar 2019**

Tableau | SQL

- Aggregated financial KPI's - weekly profit and revenue, tracked user centric KPI's - MAU, user growth and retention rate
- Quantified impact and presented key results in executive level Tableau Dashboard using (filter, parameters, Nested LOD calculations, Maps, Table Calculations) increasing revenue by 13% and retention rate by 10%

Graduate Faculty Assistant   **Syracuse University**   **Jan 2019-Dec 2019**

- Analyzed 6 years of conference survey data extracted insights to improve turnover rate by aligning events to interest of attendees
- Organized and Managed Syracuse University Smart Cities events thus encouraging real world data analytics applications

EDUCATION

Master's in Information Management, Syracuse University School of Information Studies, GPA: 3.8/4   May 2020
Certificate of Advanced Study in **Data Science**
Courses: Machine Learning| Data Science | Big Data Analytics | Cloud Management | Data Visualization

Bachelor's in Computer Engineering, University of Mumbai, India, GPA: 8/10   May 2018
Courses: Database Management | Data Warehouse | Artificial Intelligence | Data Mining

PROJECTS

Data Analysis (Sales Analytics), Walmart Sales Forecasting |Python| Dash | Plotly |Heroku   Fall 2019

- Predicted weekly store sales with high accuracy and analyzed impact of promotional markdowns on department wide sales
- Leveraged machine learning algorithms- Random Forest, SVM, KNN, XgBoost to predict sales with minimum absolute error
- Optimized model performance by hyperparameter tuning, feature scaling and cross validation to achieve high accuracy
- Developed an end to end, interactive web app to visualize the predicted sales and hosted the app using Dash and Heroku[webapp]

Data Analyst (Customer Analytics), Predicting Customer Churn | Python   Fall 2019

- Created a predictive model for customer churn prediction of a Telecom company, accurately classified result with 72% AUC
- Increased efficiency using feature engineering, data pre-processing, one-hot encoding and EDA to extract actionable insights
- Leveraged ML classifiers like SVM, logistic regression, decision trees, Random forest classifier and boosted performance by hyperparameter tuning and cross validation

Data Analysis - Airlines Client| R   Fall 2018

- Performed statistical analysis on a large Airline survey data set and increased customer satisfaction rate by 20% for client
- Performed data cleaning and pre-processing, EDA and created predictive regression models forecasting with minimum RMSE
- Enhanced model performance and built classifier with 83% accuracy, used feature importance identifying drivers of satisfaction
- Built a recommender system using item based collaborative filtering to provide similar suggestions with the most popular airline

Marketing Analytics of Online Subscription Business | Python | Pandas | Tableau   Spring 2020

- Discovered cause and impact of low performing channel and improved retention rate of online subscription business by 15%
- Built functions to automate conversion rate calculation based on customer segmentation and aggregated results by dates
- Evaluated statistical significance of A/B test results and compared conversion rate across different marketing channels
- Built Tableau Dashboard and Story to track high impact marketing metrics using advanced features: LOD Calculations, filters

Technical Skills

Programming Languages: Python, R, SQL, Spark
Libraries: Numpy, Pandas, Matplotlib, Seaborn, SciPy, Scikit-learn, Dplyr, ggplot2, Lubridate, Shiny, Caret, Sparksql, Mllib
Technologies: GCP (BigQuery, Datalab), AWS (S3, DynamoDB, Lambda, IoT), Google Analytics, Adobe Analytics, ETL
Tools: Tableau, Advanced Excel, Power BI, Hadoop/MapReduce, ServiceNow, AWS, GCP, SQL Server, MySQL, PostgreSQL
Machine Learning: Regression, Classification, SVM, Apriori, Decision Tree, Random Forest, K-NN, Naïve Bayes, K-Means Clustering, Dimensionality Reduction (PCA), Deep Learning, Natural Language Processing, Text Mining
Software Project Management: SDLC, Business Requirement Document, SWOT Analysis, Wire framing, Use Case, User stories, Product Life cycle, Software development life cycle, Product Road Map, Business case, UX/UI