

# Akanksha Shetty

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## EDUCATION

University of Illinois at Urbana-Champaign

May 2021

Master of Science in **Information Management**

GPA – 4

University of Mumbai, India

May 2019

Bachelor of Engineering in **Computer Science**

GPA – 3.8

**Coursework** - Database Administration Scaling, Data Warehousing & Business Intelligence, Statistical Models & Information, Programming Analytics & Data Process, Data Mining, Text Mining, Data Cleaning, Data Visualization, Applied Business Research

## WORK EXPERIENCE

Project Manager & Data Analyst, Procter & Gamble

Feb 2020 - Present

- Strategized with R&D to perform **AB testing** and split testing of products focusing on **qualitative analysis**.
- Built **two applications** & an **automated** ticketing system to indicate critical business events using webhooks on Losant an **IoT Cloud** platform. Maintained a shipment tracker of smart devices and **test products** to manage the logistics of the project.
- Worked cross-departmentally involving three departments thereby delivering the final closure report 2 weeks prior to the deadline. Project estimated to generate **billion-dollar profit** at the end of the fiscal year 2021.

Data Scientist, Procter & Gamble

Oct 2019 – Feb 2020

- Collected and **pre-processed** real-time dirty data incoming from over 500 smart devices. Used tools such as OpenRefine, Trifacta, pandas to **clean** the dataset **exceeding 40gb** storage space.
- **Trained** and **modelled** data coming from accelerometer sensors to map it to the predefined set of actions. Built a **predictive** model using Poisson distribution to understand consumer usage pattern.
- **Debugged** sensor data using JSON and JavaScript, performed REST API **testing**, transferred data to and from **AWS S3** Bucket to ensure **backup** and data **recovery**.

Senior Consultant, Business Intelligence Group

Aug 2020 – Dec 2020

- Provided strategy consulting for a **fortune 20** global media tech company interested in the ad fraud domain.
- Delivered efficient solutions by designing **MECE complaint** issue trees, evaluating multiple potential vendor **metrics** and by performing competitor analysis with the help of consulting techniques and visualization tools.

Project Manager, Tripack Industries

Jun 2018 – Aug 2018

- **Negotiated** quotations with third-party vendors thereby maintaining the overall APQP process.
- Scheduled and helped automate the shipment procedure resulting in a **20%** efficiency **increase**.

Assistant Web Developer, Secroot security solutions

Aug 2017 – Sep 2017

- Designed and developed a dynamic interactive **website** for the official Indian army using **HTML/CSS, JavaScript and SQL**.

## PROJECTS AND PUBLICATIONS

Monte Carlo Simulation for shipment tracking

- Evaluated the business model for package delivery using drones vs delivery using self-driving cars with Monte Carlo simulation in **Python**. Considered external factors such as extreme weather, increasing loading/unloading time to gauge hypothesis.
- Output– **60% profit estimation** with drone delivery compared to self-driving cars. ([GitHub](#))

Gesture Recognition for the specially-abled

- Detected American Sign Language using Canny edge, convex hull, convexity defect, noise reduction algorithms in Python.
- Used convolutional neural network to train over 400 images for each gesture and detected these gestures using **Image Processing & Machine Learning** methods. ([publication](#))

Covid-19 Analysis

- Analyzed spread of Covid-19 by evaluating density growth rate, demographics, correlation mapping to compute the impact of government actions using **Tableau** and **Power BI**. Work featured in the University Tableau Server. ([Report](#))

Traffic Accidents in United States of America

- A data visualization project. Performed data analysis on KPIs leading to traffic accidents using **Iodide, mybinder, matplotlib, seaborn, plotly express**. ([GitHub](#))

## TECHNICAL SKILLS

- **DBMS** - MySQL, PostgreSQL, AmazonRDS, SQLite, MongoDB, Neo4j, Cassandra, Microsoft SQL Server, phpMyAdmin, MariaDB
- **Language**- Python, R, SQL, HTML, C, Java, JavaScript, XML, Bash | **Other tools & Libraries** - PyCharm, RStudio, Atom, Git, Excel, Selenium, Numpy, SAP, Datalog, ETL Talend, Protégé, TensorFlow, Scikit Learn, R-shiny, ggplot, dplyr, ipywidgets, tokenizers

## EXTRA-CURRICULARS

- Valedictorian & Technical Lead in MCT's RGIT 2015-2019, Art Enthusiast, State-level throwball player, Active Charity member