

Anushka Jain

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EDUCATION

University of Maryland, Robert H. Smith School of Business

College Park, MD, USA

Master of Science, Business Analytics

August 2024 - December 2025

- Relevant Coursework - Data Mining and Predictive Analytics, Cloud Computing and Big Data, Data Visualisation and Web Analytics, Database Management Systems, Linear Optimization and Linear Regression

Manipal Institute of Technology

Manipal, India

Bachelor of Technology, Biotechnology

July 2018 - June 2022

Minor Specialization: Digital Marketing

TECHNICAL SKILLS

- Languages - SQL, Python, Pyspark, R, C, C++
- Frameworks/Libraries- Numpy, Pandas, Matplotlib, Seaborn, Tidyverse, Spark SQL, MySQL
- Visualisation Tools- Tableau, PowerBI
- Tools - Advanced Excel, MS Office, Azure Databricks, Azure Data Factory, AWS
- Databricks Certified Data Engineer Associate.

WORK EXPERIENCE

Tredence Inc.

Bengaluru, KA, India

Consultant

January 2024 - July 2024

- Core Member of the Data Engineering Team contributed to implementing a Customer Data Mart using Medallion Architecture, optimized data accessibility and reliability for critical financial reporting.
- Built and optimized ETL pipelines to efficiently migrate data from Snowflake to Azure Databricks, improving processing time by 20%.
- Spearheaded the development of an automated Data Quality Framework in PySpark to ensure data accuracy and consistency, saving total FTE hours by 40 hours per week across the 7-membered team.
- Mentored 3 incoming analysts, onboarded them, and provided technical knowledge about the project.

Analyst

July 2022 - December 2023

- Led a 5-member team to optimize inventory for an American home furnishing chain, reducing cart abandonment and cancellations by 15%, doubling customer satisfaction.
- Collaborated with cross-functional teams on customer segmentation strategies, enabling targeted marketing initiatives that improved campaign effectiveness for the second-largest US pharmacy chain.
- Designed an automated measurement framework for business KPIs using Pandas library in Python, improving metric generation time by 15% and reducing human error by minimizing manual input.
- Developed a buying behavior-based customer segmentation model by 20+ marketing team members to enhance campaign effectiveness.
- Analyzed the Front-of-store (FOS) marketing campaigns, improving the experience of over 10 million customers.

Manipal Institute of Technology

Manipal, KA, India

Research Student

January 2022 - June 2022

- Developed and optimized silver nanoparticle synthesis from plant and microbial extracts, demonstrating antibiotic properties against three bacterial strains through Minitab-designed experiments and MS Excel-based analysis.

PROJECTS

Auto Insurance Fraud Detection

- Built a machine learning model to detect fraudulent auto insurance claims, improving fraud detection accuracy to 81% using Random Forest after hyperparameter tuning.
- Processed and analyzed historical claim data, identifying key fraud indicators like incident severity and total claim amount through feature engineering and visualization.
- Evaluated multiple models (Random Forest, Decision Tree, SVM, KNN) and optimized performance using Python and SQL.

Ridership Trends & On-Time Performance Analysis – Amtrak (FY21-23)

- Collected and structured Amtrak ridership and performance data from official sources to build an SQL database and analyzed route-wise trends and punctuality metrics using SQL queries to derive key insights.
- Designed interactive Tableau dashboards to visualize the insights, aiding data-driven decision-making.