Vrinda Khandelwal | vk327@cornell.edu | +1 (646) 858 8011

EDUCATION

Cornell University	**Aug 2022- May 2023**

Master of Engineering in **Engineering Management**
Courses: Project Management, Data Analytics, Negotiations and Contracts, Decision Framing

Ashoka University	
Post-Graduate Diploma in **Computer Science**	**CGPA: 3.80/4** , Summa Cum Laude	**Sep 2021 - May 2022**
Bachelors of Science in **Computer Science**	**CGPA: 3.61/4** , Cum Laude	**Aug 2017 - May 2020**

WORK EXPERIENCE

PCGI SYSTEMS |Data Analyst	**Sep 2020 – Jun 2021**

- Built an analytics and reporting infrastructure from the ground up using SQL, Python and PowerBI to provide insights into company and competitor metrics across 4 business units, helping identify major gaps in sales and marketing
- Improved the existing data validation procedure by writing an automation script which shortened a multi-day process into a single day exercise; Optimized SQL queries for performance, speeding data refresh & transformation processes by 30%
- Identified anomalies in data leading to a major report design restructure; Took ownership of the issue, presented resolution approaches to clients, collaborated with the business & implemented the selected approach earning an Excellence Award

PCGI SYSTEMS |Data Analyst Intern	**Jun 2020 – Aug 2020**

- Wrote code in SQL to aggregate Rx and Claims data across time, geography, payer-plan for the development of reports
- Created and maintained Requirements Traceability Matrix, functional requirements specifications document, user stories

**CORNELL CENTRE FOR TECHNOLOGY LICENSING	Practicum Intern**	**Oct 2022– May 2023**

- Authored tech briefs for multiple advanced technologies produced at Cornell converting complicated scientific information into simplified and relevant information enabling business partners to understand the technology and invest in it
- Performed market & competitor analysis, identified marketing leads & brainstormed marketing strategies for commercialization of different technologies successfully achieving lucrative business partnerships (licensing, acquisition etc.)

**ASHOKA UNIVERSITY	Teaching Assistant**	**Sep 2021 – May 2022**

- Taught 100+ students in the Introduction to Programming Course and post-semester surveys depicted almost 70% of students reported better understanding of course content; Received Best TA award 2021-2022;

PROJECTS

Acquisition Acceptance, Data Analytics

- Created a logistic regression model to determine the likelihood of homeowners accepting government offers for purchase of their homes; Used Python and R and achieved a McFadden value of 0.4206

Personalized Chatbot, Machine Learning

- Trained a machine learning model to converse like a particular person in accordance with their personality and vocabulary
- Used sequence to sequence learning with Gated Recurrent Units; Achieved accuracy of 82%

Model for the Recognition of Age and Gender, Machine Learning

- A Convolutional Neural Network to identify the age and gender of any individual given an image of their face
- Achieved an accuracy of around 88% and 86% for gender and age identification respectively

LEADERSHIP EXPERIENCE

Founder - Product Management and Analytics Club | Ashoka University

- Spearheaded a team of 7 engineers through the development of an order management application from design to production
- Worked with 5 on-campus food outlets, managing stakeholder communication & gathering business requirements
- Surveyed 200+ college students to understand food ordering habits; App was used 4500 in the first 2 months

President - Women In Computing Society | Ashoka University

- Organized town halls and seminars centered around equal representation in STEM with 300+ people participating
- Partnered with Teach For India to teach basic coding to almost 160 girls across multiple schools in rural India

RESEARCH PUBLICATIONS

PEAR: A Product Expiry-Aware & Revenue-Conscious Itemset Placement Scheme, DOI:10.1109/DSAA53316.2021.9564189

Conducted data analysis & market research to develop an algorithm that aids in product placement; the process achieved a 27% improvement in retailer's revenue & was published in IEEE Data Science & Advanced Analytics Conference 2021

SKILLS

Python, Java, C++, SQL, PowerBI, Tableau, React, Agile Development, Google Analytics,Github, Javascript, R, Microsoft Excel