Setu Shah

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EDUCATION

M.S. in Business Analytics (STEM) **Expected Graduation: Jan 2025**
Boston University, Questrom School of Business, Boston, MA *Cumulative GPA: 3.94*
Dean's Achievement Scholarship

B.A. in Political Economy May 2022
University of California, *Berkeley*, Berkeley, CA *Cumulative GPA: 3.36*

RELEVANT WORK EXPERIENCE

Analyst, Revenue Management Solutions, Tampa, FL August 2022 – June 2023
- Provided pricing analytics and insights for products worth $3B using SQL, Excel, and Power BI, resulting in 15% revenue growth year-over-year.
- Managed relational databases in SQL and automated validation checks to ensure data integrity.
- Maintained dashboard solutions in Power BI for ad-hoc analyses to improve efficiency by 25%.

Marketing Analytics Intern, Student Medicover, Burlingame, CA July 2020 – June 2021
- Presented reports using MS Office Suite to analyze competitors, customers, and track KPIs.
- Led social media marketing campaigns to leverage customer acquisition by 20%.
- Created dashboards by integrating Tableau and SQL queries, reducing time spent manually creating data visualizations by 75%.

Equity Research Intern, ICICI Prudential AMC, Mumbai, India May 2018 – August 2018
- Analyzed market trends in the electric power industry and built valuation and forecasting models using Excel and self-taught VBA macros for investment products worth over $10B.
- Performed in-depth due diligence, developed contrarian insights, and consolidated findings into comprehensive research reports to improve operational efficiency by 40%.

PROJECTS

Advanced Analytics Topics - Neural Networks (BA 865) March 2024 - May 2024
Boston University Questrom School of Business, Boston, MA
- Used MLP, RNN, and LSTM models to predict local and global average sea surface temperatures.
- Created an ETL script to gather data from BigQuery and used polynomial interpolation for missing data. Utilized lagged variables and sequenced time-series data for prediction.
- Performed feature selection and fine-tuning of the models using different optimization techniques to get a test set MSE of 0.001°C.

Unsupervised Machine Learning (BA 820) January 2024 - March 2024
Boston University Questrom School of Business, Boston, MA
- Analyzed a large dataset (21,000 samples) of Amazon book reviews using clustering and sentiment analysis techniques.
- Identified 5 distinct customer segments through KMeans and Hierarchical clustering, revealing user characteristics like purchase behavior and review helpfulness.
- Developed a sentiment analysis model using pre-trained word vectors (GloVe) to categorize reviews and found a positive correlation between sentiment and star ratings.
- Provided recommendations for customer segmentation, marketing strategies, and product development based on the analysis of book review data.

RELEVANT SKILLS

Technical Skills: SQL, R, Python, Tableau, Excel, PowerPoint, PySpark, Power BI, BigQuery, Google Cloud
Language: Fluent in English, Hindi, and Gujarati