

SHANKAR DEENADAYALAN

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EXPERIENCE

Kevali | *Analytics Manager*

Oct 2024 – Jun 2025

- Developed a cart abandonment prediction model using XGBoost that triggered personalized recovery campaigns, recovering 21% of abandoned carts and generating \$58K in quarterly revenue
- Built ETL pipelines and dimensional models using SQL and Python that automated reporting for 15+ stakeholders, reducing ad-hoc queries by 60% and saving 20 hours weekly
- Delivered a 15% lift in conversion by applying regression modeling, A/B testing, and cohort analysis to optimize acquisition and retention

Tap Invest | *Senior Business Analyst*

Mar 2024 – Sep 2024

- Built a personalized investment recommendation engine using collaborative filtering that increased user portfolio diversification by 24% and boosted platform engagement by 31%
- Built analytical models of user investment behavior that surfaced proactive trend insights and automated monthly reporting, reducing close time by 25%
- Analyzed 200+ asset leasing contracts using Python to identify key risk indicators, improving underwriting decision accuracy by 15% and reducing average assessment time from 3 days to 1 day
- Designed and normalized relational databases, implementing ETL workflows in SQL/Python to integrate multi-source financial data and reduce reporting latency by 40%

Boston Consulting Group | *Research Associate*

Jun 2021 – Sep 2023

- Designed and implemented optimized route planning and demand forecasting models using Python and geospatial analysis, enabling a \$50M ride-sharing client to electrify 50% of its fleet
- Mapped 6,500+ charging outlets to resolve infrastructure visibility gaps, building a predictive market model in Python and Tableau that identified critical growth opportunities for India's EV ecosystem
- Developed market and competitor analyses for a global mobility client, leveraging SQL and market data to drive a market entry strategy forecasted to achieve 10% market share at launch
- Analyzed customer segmentation across 10,000+ users using SQL and Python, identifying 3 high-value segments that informed targeting strategy and projected an 8% revenue uplift
- Managed a \$30,000 budget to secure strategic contracts with 8 charging partners, driving a 36% traffic increase at fuel stations for an Oil & Gas conglomerate while analyzing partnership ROI and site metrics

CAPSTONE PROJECT

AI Agent for Investment Research Analysis | *Gramercy Funds Management*

Apr 2026 – Jun 2026

- Designed and built an orchestrator driven agent-operable analytics platform in Python powering a multi-factor country-risk index for Gramercy (engagement under NDA), architected so AI agents can refresh, re-weight, and extend the model across new countries and dimensions with no human intervention beyond configuration
- Engineered modular data connectors that ingest and normalize heterogeneous sources (REST APIs, CSV/Excel files, and unstructured PDFs) into a single queryable schema with full data provenance
- Implemented an NLP workstream applying TF-IDF scoring to thousands of earnings-call transcripts, paired with a rule-based, formula-driven scoring engine (no black-box ML) for transparent, reproducible outputs

EDUCATION

University of California, San Diego

Jul 2025 – Dec 2026

Master of Science, Business Analytics

- Achievements: Recipient of Rady School of Management Merit Scholarship

Ramaiah Institute of Technology

Aug 2017 – Jun 2021

Bachelor of Engineering, Mechanical Engineering

TECHNICAL SKILLS

Languages: Python, SQL, PostgreSQL

AI & LLMs: LLMs, RAG, Agentic Systems, Agent Orchestration, LangChain, LlamaIndex, Hugging Face, NLP, Prompt & Context Engineering, Embeddings, Vector Database Integrations, Evaluation Design

ML & Data: PyTorch, Keras, SciKit-Learn, NumPy, Pandas, Polars, SciPy, Matplotlib, Seaborn

Tools: Excel, Tableau, Snowflake, Power BI, Capital IQ, Refinitiv Workspace, Jira, PowerPoint