Heemakshi Deka

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EDUCATION

Bentley University   **Waltham, MA**
BS in Data Analytics & Business Studies, Minor in Computer Information Systems (GPA: 3.6)   *December 2023*
- Women's Leadership Program, International Student Association, President's List, Dean's List, Cum Laude

TECHNICAL SKILLS

Languages   Python, R, Java, SQL, JavaScript, R, RStudio, HTML5, CSS3
Skills   AI/Machine Learning, Tableau, Power Automate, IT Automation, Excel Macros/VBA, PowerBI

INTERNSHIP EXPERIENCE

Santander Bank, N. A.   **Boston, MA**
Internal Audit Intern   *June 2023 – Present*
- Develop automation tools in Python to optimize redundant audit processes and integrate data from various sources into an NLP model for advanced data analysis.
- Design QA Dashboards and databases using Tableau for real-time data capture and normalizing historical data for improved end-to-end leadership reporting.
- Implement an automated onboarding process for new hires, enhancing efficiency and providing a seamless experience using Microsoft Power Automate, SharePoint, and Forms.

Watertown Boys & Girls Club   **Watertown, MA**
Data Analytics Intern   *January 2023 – June 2023*
- Transformed the annual report using Canva for improved data visualization and design, enhancing readability and stakeholder understanding.
- Researched user trends to create high quality content, apply responsive and consistent design, and strategically redesign the WBGC website with a strong user-centric approach.
- Integrate diversity, equity, and inclusion (DEI) principles to accurately categorize data collection in registration forms, ensuring precise and relevant data capture for grant reporting.

RELEVANT PROJECTS

Taxi Cancellation Data Analysis   **Waltham, MA**
Data Mining   *Spring 2023*
- Used various data mining methods, including logistic regression, k-nearest neighbors, classification trees, and Naïve Bayes, to create accurate predictive models for taxi cancellations.
- Split the dataset into training and testing sets, built data mining models, and conducted cross-validation to identify the model with the highest accuracy in predicting taxi cancellations.
- Constructed 92% accuracy Classification and Regression Trees (CART) model delivering high satisfaction among customer and team members, reducing costs, and increasing operational efficiency.

Electric Vehicles Stock Market Analysis   **Waltham, MA**
Data Science   *Fall 2022*
- Developed predictive logistic regression models for precise stock price prediction and created visual summaries of market trends using Python and SciPy.
- Conducted in-depth ratio and profitability analysis of 8 major electric vehicles (EV) corporations, including Tesla, Ford and General Motors, using data from Bloomberg, Refinitiv, and Yahoo! Finance.

LEADERSHIP EXPERIENCE

Women's Leadership Program   Waltham, MA
Book Discussion Committee Leader   *April 2022 – Present*
- Foster engaging book discussion, creating a welcoming environment for students to exchange ideas and insights.
- Collaborate with organization leaders to coordinate event logistics and ensure smooth execution for 100+ participants.

International Student Association   Waltham, MA
Marketing Director   *April 2022 – Present*
- Analyze and leverage market data to strategically plan and execute international social media marketing campaigns.
- Collaborate closely with the executive team to plan and deliver successful cultural events for 200+ students.
- Drive engagement through the curation of weekly posts promoting events, resulting in the growth of Instagram following to 1,000+ users.