

# Krish Shah

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## SUMMARY

Data Science Professional (MS, 4.0 GPA) with 2+ years of hands-on experience in data analysis, automation, and business intelligence. Skilled in Python, SQL, and Tableau for building interactive dashboards, performing A/B testing, and designing scalable ETL pipelines. Proven track record of turning raw data into actionable insights. Passionate about leveraging AI/ML (RAG, Generative AI) and cloud tools (Snowflake, Airflow) to solve complex business problems.

## TECHNICAL SKILLS

**Programming Languages:** Python (Pandas, NumPy), SQL

**Data Analytics Tools:** Matplotlib, Tableau, Power BI, Looker Studio, Streamlit, Excel (PivotTables, DAX), SAP ERP

**Data Engineering:** Airflow, Snowflake, API Integrations (Instagram, Google Analytics)

**AI & GenAI Tools:** Retrieval-Augmented Generation (RAG), Google Generative AI, Vector Databases (FAISS, ChromaDB)

## EDUCATION

**University at Buffalo, The State University of New York**

Dec 2025

*Masters in Data Science*

GPA: 4.00/4.00

**G. H. Patel College of Engineering & Technology**

May 2024

*Bachelor of Engineering in Computer Engineering*

GPA: 8.60/10

## EXPERIENCE

**Product Manager**

Feb 2025 – Present

*CoLab Marketing Studio, University at Buffalo*

- Conducted in-depth market research across hospitals, clinics, and home-use segments, analyzing 15–20+ competitor products to identify positioning gaps for a non-invasive medical device.
- Analyzing clinical data to support go-to-market decisions and product positioning.

**Data Science Intern**

Jan 2024 – Apr 2024

*Brainy Beam Technologies Pvt Ltd*

Ahmedabad

- Implemented RAG-based pipelines using Hugging Face to transform natural language queries into SQL, reducing average query response time by 20%.
- Cleaned, transformed, and audited 10,000+ rows of invoice data to ensure accuracy and consistency before ingestion into the BI reporting system.
- Developed a Smart Invoice Assistant using OCR and Google GenAI to extract structured fields from multi-page PDFs, cutting manual work by 35%.
- Performed statistical analysis and EDA on invoice data to flag anomalies and optimize data quality for downstream use in reporting tools.

**Marketing Data Analyst**

May 2023 – Dec 2023

*Megnetix Media*

Anand

- Built ETL pipelines with Python, Airflow, and Snowflake to automate the extraction of key marketing KPIs (impressions, CTR, engagement rate) from Instagram and Google Analytics APIs, reducing manual tracking time by 80%.
- Increased engagement metrics by 10% and conversions by 15-20% through data-driven campaign strategies using Tableau, SQL, and A/B testing.
- Developed performance dashboards for 15+ clients, using Tableau for internal insights and Looker Studio for external KPI tracking, and SAP ERP data for operational reporting across 1,500+ social media posts.
- Created rapid-testing tools with Streamlit, Plotly, and Excel to experiment with content variants and optimize CTA performance.

## PROJECTS

**Business Insights Dashboard with Power Bi**

- Developed a Power Bi dashboard using DAX measures, reducing time spent analyzing financial data by 30%. This provided real-time insights for portfolio management and strategic decision-making.
- Reduced processing time by 50% with Power Query, improving data security and audits.