

Varsha Pai

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U.S. Citizen | linkedin.com/in/varshapai669

EDUCATION

Santa Clara University, Leavey School of Business

Master of Science in Business Analytics Candidate

Santa Clara, CA

Expected Dec 2026

- Awards: 3rd Place, Fall 2025 Analytics Showdown
- Relevant Coursework: Machine Learning, Data Analytics, Math for Business & Analytics, Dashboards, Database Management Systems

Santa Clara University

Bachelor of Science in Economics, Concentration in Data Analysis; Minor in MIS

Santa Clara, CA

June 2025

- Honors: Graduated Cum Laude | Leadership: President, Residence Life Leadership Council (Senior Year)
- Memberships: Model United Nations, KSCU Radio, Women in Business

TECHNICAL SKILLS

Programming Languages: Python, R, SQL

Analytics: Machine Learning, Econometrics, NLP (Sentiment Analysis), Statistical Analysis, Data Cleaning, Optimization, Retention Analysis

Tools: Claude, Gemini AI, Replit, Gamma, Excel, Tableau, Power BI

Work Authorization: U.S. Citizen (No sponsorship required)

EXPERIENCE

Box (via SCU Industry Practicum)

Business Analytics Intern

Redwood City, CA / Remote

March 2026 – May 2026

- Analyzed product adoption, renewal, and use-case data across \$100K+ TAV accounts to identify engagement signals predictive of retention, upsell, and account health for the Customer Success team.
- Built an XGBoost classifier to predict upsell, churn, and high-value use-case adoption, giving CS leadership a data-driven basis to prioritize outreach.
- Presented findings to Customer Success stakeholders at midpoint and final reviews, packaging correlation analysis and model outputs into decision-ready insights by customer profile.
- Collaborated cross-functionally using Excel (PowerQuery, PivotTables) and Python (Pandas, Scikit-Learn) to clean, merge, and model multi-source datasets.

Santa Clara University Information Systems & Analytics Dept.

Research Assistant

Santa Clara, CA

Aug 2025 – Present

- Formulating a Markov Decision Process (MDP) model for cervical cancer screening and triage.
- Defining patient states, transition probabilities, and cost/reward structure for predictive optimization.

Extern (Beats by Dre Qualitative & Quantitative Analysis)

Extern

Remote

Dec 2025 – March 2026

- Conducted qualitative and quantitative research to uncover Gen Z trends, behaviors, and preferences for audio devices.
- Leveraged Python, data science libraries, and NLP tools like Gemini AI to perform sentiment analysis and visualize consumer feedback across audio brands.
- Synthesized insights through a detailed data dashboard and visual presentations for actionable business strategies.

ACADEMIC PROJECTS

Analytics Showdown: Marketplace Promotion Optimization

Nov 2025

- Analyzed Shopee marketplace performance for Nazava Water Filters to optimize promotional ROI, developing recommendations that improved visibility, conversion rates, and customer engagement.