

Akshita Bhalla

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EDUCATION

Master of Science in Business Analytics | Seattle University

Mar 2025 – Jun 2027

Albers School of Business & Economics | Seattle, WA | GPA: 3.97

Relevant Coursework: Data Management II (in progress), Big Data Analytics, Data Visualization, Managing Stakeholders with Data, Law & Ethics for Analytics, Programming for Business I & II (Python)

Bachelor of Computer Science | Chitkara University

Aug 2014 – Jul 2018

Punjab, India | GPA: 7.8/10

SKILLS

Languages: SQL, Python (pandas) | **Tools:** PostgreSQL, Tableau, Power BI, Git

Analytics: Data Modeling, Data Pipelines & ETL, Data Visualization, KPI Dashboards, Product Analytics

AI: Generative AI APIs (Anthropic Claude), LLM Orchestration, Agentic Coding (Claude Code), Multi-Agent Systems, MCP Connectors, Workflow Automation (n8n), Custom Claude Skills

PROJECTS

Founder & Sole Engineer | Lucen (<https://trylucen.io>)

May 2026 – Present

Seattle, WA

- Launched a **live, public generative AI product** on the Anthropic Claude API by building a multi-step pipeline with model-generated clarification, conditional preprocessing, and a scored self-correction loop that regenerates failed output, bounded for cost and latency
- Gave the business **live visibility into revenue, usage, and adoption** through a Postgres data model and event taxonomy with per-stage latency tracing that feeds an admin console, keeping anonymized product events separate from engineering traces so no user content is stored

EXPERIENCE

Data & Product Consultant | TableSpoon

Apr 2023 – Apr 2025

Seattle, WA

- **Improved net revenue 18%** by identifying 30% revenue leakage to delivery apps at three Seattle-area restaurants, securing owner buy-in for a direct-ordering strategy, and launching a commission-free channel
- Cut **12 hours a week of manual reporting** and data refresh time 70% by building Python (pandas) pipelines that reconciled disconnected point-of-sale (POS) and website order data into one view of revenue by channel
- Raised **promotional ROI 22% and repeat order rate 15%** by running structured pricing, menu, and promotion experiments and keeping only the offerings that maximized category profitability

Marketing Intelligence Analyst | Agoda

Jul 2021 – May 2022

Bangkok, Thailand

- Replaced manual data requests with self-serve dashboards in Tableau, **subscribed to by 90+ stakeholders**, including the senior leadership team (SLT)
- Detected performance issues **23% faster against SLA** by automating real-time KPI monitoring across six Southeast Asian (SEA) markets, covering revenue, conversion, retention, and marketing ROI
- Answered an **SLT request to explain shifts in Vietnam** by analyzing revenue, unit economics, retention, and channel data against competition, seasonality, and promotions, then presenting the findings to SLT
- **Briefed SLT biweekly** on booking performance, market share, and the competitive landscape, answering ad hoc questions with SQL analysis of booking, customer, and market data

Business Analyst (Product Owner) | Net Solutions

Jan 2021 – Jul 2021

Chandigarh, India

- Owned a sales app for Arbor **projected to add \$31M in annual revenue** by speeding up deal closing, letting reps present products, sign contracts, and take payments on-site
- Turned field sales bottlenecks into **prioritized requirements** by interviewing Arbor's field sales teams and partnering with Arbor's business analyst to convert their backlog into epics and user stories
- Secured **client approval at the end of every 2-week sprint** by presenting completed work to Arbor managers, while leading an 11-person team on a \$1M build

Senior Analyst | Capgemini

Sep 2018 – Jan 2021

Pune, India

- Resolved McDonald's POS defects across the UK, Germany, France, and Italy with a **7-day turnaround** by reproducing issues reported by store managers and shipping C# hotfixes
- Built POS features in C# for McDonald's **2019 Monopoly promotion across the UK and Ireland**, translating each market's promotion requirements into working code