

Tavanya Seth

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Analytical strategist blending data storytelling, marketing, and human behavior to solve problems

Professional Experience

McCann Relationship Marketing

Detroit, MI

Data Analyst, Performance & Analytics

March 2025 - Jan 2026

- Built scalable **Adobe Analytics** workflows for General Motors, translating campaign data into actionable insights that informed **marketing strategy** and improved performance and search relevance across digital platforms.
- Developed generative **AI solutions** for automated reporting and campaign analysis, reducing manual effort by 30% while surfacing deeper insights and accelerating feature execution.
- Partnered with **cross-functional** teams to design **A/B testing** and personalization strategies, driving a 10% lift in user engagement and cost savings across GM's digital campaigns.
- Presented **data-driven** recommendations to senior stakeholders, translating technical insights into UX and website placement decisions that shaped the product roadmap and contributed to a 15% increase in overall sales.

Welspun

New York, NY

Consumer Insights Analyst

Sept 2024 - March 2025

- Conducted in-depth **consumer research** to identify ten key trends and support data-driven strategic planning, resulting in product improvements that increased the net promoter score by 20%.
- Built interactive dashboards using **PowerBI** to monitor KPIs such as sales performance and inventory turnover, delivering actionable insights to target high-growth customers and optimize revenue growth by 7%.
- Analyzed datasets to produce **operational** insights and documentation, identifying reporting pipeline inefficiencies and implementing improvements that increased decision-making speed and accuracy significantly.

Human-Computer Interaction Lab at UMich

Ann Arbor, MI

Data Analysis & AI Research Assistant

Sept 2022 - Sept 2024

- Trained and tested two image-classification **machine learning** models using **Python** with a food dataset of over 100,000 labeled images, achieving a 25% increase in prediction accuracy to enhance search-by-picture UX features.
- Led evaluations of AI explainers for consistency and stability, uncovering variations in their accuracy and reliability, which informed benchmarks and best practices to enhance transparency in the **explainable AI** (XAI) industry.

Hearst Magazines

New York, NY

Product Marketing Intern

Jun 2022 - Aug 2022

- Utilized **market research** on emerging customer needs to recommend product features, leading to a 20% increase in product innovation and fostering improved cross-functional communication across teams.
- Facilitated comprehensive user research on gaps in the market with an intern team, uncovering key user pain points like outfit decisions that informed the creation of a **user-centric mobile app** prototype for Cosmopolitan using **Figma**.

Education & Skills

University of Michigan

Ann Arbor, MI

Bachelor's in **Cognitive Science (Computation Track)**, GPA: 3.8/4.0

- Minor in **Computer Science** and **User Experience Design**, Awards: University Honors, James B. Angell Scholar
- Google UX Design Certification: Gained expertise in user-centered design and prototyping for better user experiences.

Skills

- **Technical:** Python, SQL, PowerBI, Adobe Analytics, Claude, ChatGPT, C++, JavaScript, HTML, CSS, Figma, Excel, Stitch
- **Soft Skills:** Data Visualisation, Strategic thinking, Problem-solving, Communication, Cross-functional collaboration

Special Projects

- **ProBowl:** Developed a high-protein bowl concept through market analysis, competitive research, and consumer segmentation delivering brand strategy, positioning, and visual identity in a design sprint format.
- **Asteroids:** Built a game using JavaScript, CSS & HTML featuring particle effects, progressive difficulty, and responsive controls demonstrating frontend development and creative coding skills.