
Education

W. P. Carey School of Business at Arizona State University

August 2019-May 2020

Master of Science in Business Analytics | GPA - 3.87/4.0

Tempe, AZ

Rashtrasant Tukdoji Maharaj Nagpur University

Aug 2012-June 2016

Bachelor of Science - Electrical Engineering | GPA - 3.8/4.0

Nagpur, India

Professional Qualifications

- Data Analysis /Process Improvement
- Project Management/ Client Facing
- Tools: Tableau, Power BI, SAS, MS Excel, SSRS, ETL
- Data Warehouse / Data Visualization
- Machine Learning / Statistical Analysis
- Language: SQL Server, Oracle, MySQL, R, Python
- Data Mining / Data Modeling
- SDLC (Agile- JIRA) / Consulting /RDBMS
- Automation: UiPath RPA Automation, Selenium

Recognitions

- **Certifications:** Six Sigma Green Belt Certification, Tableau Analyst, MicroStrategy Certified Analyst, UiPath RPA Developer
- **Awards and Recognitions:** Synergy Team Award, Client Appreciation Award, SPOT Award, Best BI Intern project 2015

Professional Experience

Business Analyst – Insight Global, Tempe, AZ, USA

Dec 2019 - Jul 2020

- Helped **Fortune 500 client** in making effective coupon promotion based on purchasing pattern for **eCommerce site** by **identifying critical products and users** using SQL query and Tableau thus helping **marketing** team drive decision across organization
- Define and **measure performance** of the coupon promotion in order to make effective changes for increasing sales
- **Optimize** the existing **SQL** queries, recommend new and improved performance strategies, update the metrics dashboards to present the findings in more presentable and data-driven findings for the business leaders
- Evaluate current reporting processes, make high-level recommendations for improvements and efficiencies
- **Utilized Six Sigma DMAIC** methodology along with predictive analytics to forecast and reduce the number of Purchase Order (PO) issued during maintenance stage **by 10%**, thus improving the process of procurement planning for the maintenance plant
- Built predictive model to identify crucial material required during turnaround phase using concept of Text Analytics (TFIDF)
- **Documented** SOP in order to help procurement team replicate complicated Excel and Tableau analysis for future turnaround
- Tools/Technologies Used: SQL, Excel, Python (Sklearn, NumPy, Pandas), Regression, Classification, Text Analytics, Tableau

BI/Data Analyst - InfoCepts, Nagpur, India

July 2016 - June 2019

- Developed and maintained **monthly usage report** in order to identify scope and future opportunities based on end user's interaction
- **Led a four-member cross- functional** team to its successful completion of BI project for retail right from requirement gathering to delivery by ensuring **data quality, data integrity** and providing **insights and recommendations** resulting in **20% revenue increase**
- Managed weekly delivery of custom reports through MicroStrategy **subscription** mails to nearly 350 end users
- Implemented masking rules on highly sensitive data for a retail domain client in order to prevent security breach using informatica ETL and MicroStrategy resulting in reduced data aggregation time from **one week to two days**
- Automated **nearly 52 MSTR** and **Tableau** based reports and dashboards using **UiPath RPA** tool and **Excel VBA** scripts for their data validation against SQL database which reduced the testing time of each dashboard/reports **from 8hrs to 15min**
- **Collaborated** with higher management to leverage the UiPath automated data testing of BI dashboard/reports at organization level
- Worked on internal BI project for finance team in order to **reduce cost/identify growth opportunities** using travel and expense data by creating data pipeline and building automated BI dashboard using Tableau
- **Implemented** a Hospital Analysis Project (**Tableau**) with pre-provided warehouse and metadata for key **KPI metrics** reporting, identify trends, thus helping in providing key insights about the data in order to make wise business decisions

Business Intelligence Intern - InfoCepts, Nagpur, India

June 2015 - Sep 2015

- Developed data modules that convert underlying aircraft accident NASA raw data to more readily usable format for reporting
- Analyzed the data to identify KPIs and trends, build dashboard to track these measures to derive **key insights for business decisions**

Academic Projects

- **Movie Recommendation System (Predictive Analytics, Python)**
Developed a recommendation system using Pearson correlation and KNN to predict movie recommendation for the input user.
- **Customer Satisfaction retention model (ML Classification)**
Used Python to train datasets for the best classification models (Decision Tree, Random Forest, Support Vector Machine, Neural Nets) for Santander's customer base and predict potential churners using Machine Learning libraries to improve retention rate
- **Statistical Analysis (StatTools and R)**
End to end understanding with hands on experience on applied analytics topics like Hypothesis testing, Regression analysis (Linear/Logistic), ANOVA testing, Time Series analysis, A/B testing, multivariate testing