

# Mahak Goel

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## EDUCATION

**New York University, School of Professional Studies**, New York, NY, US *Sep 2018 - May 2020*

*Master of Science in Management and Systems, Database Technologies (GPA: 3.8/4.0)*

➤ Coursework: Database Design, Data Mining & Warehousing, Data Analytics & Visualization, Quantitative Models, Project Management

**Banasthali Vidyapith** Rajasthan, India *Jun 2011 - May 2015*

*Bachelor of Technology - Electronics and Communications (GPA: 3.53/4.0)*

## PROFESSIONAL EXPERIENCE

**Mattel** El Segundo, CA, US

**Summer Technology Intern** *Jun 2019 – Aug 2019*

- Designed & implemented a data-driven business architecture on JIRA and TABLEAU to streamline product analytics and help deliver inspired insights to the business teams for upcoming Hot Wheels & Barbie launches.
- Built a strategical process on GCP (using data integration & ML techniques) to see forecasting of toys' performance as an enterprise strategy.
- Developed a business proposal (inclusive of product strategy & marketing) to help Mattel relaunch its classic IP-Monster High based on brand analysis from the past and leveraging that to innovate the brand for today's consumer trends and culture.

**NYU SPS Wasserman Center for Career Development** New York, NY, US

**Graduate Student Assistant Data Analyst** *Apr 2019 – Jun 2019*

- Analyzed trends of large datasets using exploratory data analysis to build weekly, monthly, and yearly visual reports on Wasserman Center's usage amongst many metrics for Senior Assistant Director.

**ARAMARK, NYU ([www.aramark.com](http://www.aramark.com))** New York, NY, US

**NYU Graduate Student Assistant** *Nov 2018 – Mar 2019*

- Facilitated data inventory management for ARAMARK@NYU which included maintaining invoice logs, sales reports and vendor sales audit; work extensively on analyzing business datasets support cross-functional teams by executing risk and complex analysis.

**TATA Consultancy Services Limited ([www.tcs.com](http://www.tcs.com))** Mumbai, India

**Systems Engineer** *Aug 2015 – Jul 2018*

Projects executed:

**Symphony SUMMIT - leading provider of cloud-based IT Operations Management Solution** *Apr 2017 – Jul 2018*

- Spearheaded the end-to-end development and deployment of IT Operations Management (ITOM) solution for early adopters; Leveraged the success of the rolled-out projects to acquire 5 new clients, contributing US\$ 1mn to the overall company revenue.
- Part of the Centre of Excellence (COE) team, automated the organizational reporting system while ensuring data quality and integrity across data-specific application implementations.

**TATA Projects Limited (TPL) – subsidiary of the TATA Group of Companies** *May 2016 – Mar 2017*

- Designed IT Service Management (ITSM) solution using ServiceNow (a leading SaaS tool) to enhance TPL's capability of handling service requests & incidents and automating tracking of Service Level Agreements, thereby, reducing project man-hours by ~35%.
- Unified key processes across the Service, Asset, and Availability modules by creating real-time dashboard reports and analytics used for standardizing workflows and SLAs.

**Module Lead – Volkswagen, Malaysian Airlines, TITAN and Thomas Cook** *Dec 2015 – May 2016*

- Served as the Single Point of Contact for the end-to-end development and deployment of ITSM modules such as Service Request, Incident Management, Change Request, Knowledge Management and Problem Management.
- Formulated business growth strategies by developing new Change requests (CRs) for the above-mentioned projects, thereby, increasing the company revenue by US\$50,000.

**SCHNEIDER ELECTRIC ([www.schneider-electric.com](http://www.schneider-electric.com))** Bangalore, India

**Intern** *Jun 2014 – Dec 2014*

- Identified & proposed KPIs for the business that would help in creating "Effortless Customer Experience"; Optimized the skill analysis process, analyzed organizational data, tracked KPIs to support the analytics team in building performance measurement system.
- Analyzed role of customer Knowledge Management (Oracle Knowledge Base) in the branding of Customer Care Excellence unit.

## ACADEMIC PROJECTS

**NY Bus Breakdown System Analysis | Oracle Data Modeler, SQL Developer, TABLEAU, Python 3.7.2** *Sep 2019*

- Analyzed system's dataset containing ~700K entries, used data mining and data warehousing (ETL) concepts to find improvement metrics for the state and the bus vendors and outlined system enhancement strategies.

**YELP Global Expansion Analysis | Oracle Data Modeler, SQL Developer, TABLEAU** *Dec 2018*

- Designed data models to analyze the current trends of Yelp dataset containing ~380K entries and identify potential opportunities to expand globally. Created analytics reports and forecasting models using market data for improved service placements.

## CORE COMPETENCIES

- |                                   |                                       |          |                   |
|-----------------------------------|---------------------------------------|----------|-------------------|
| ➤ SQL, PL/SQL, Python, JavaScript | ➤ Oracle SQL Developer & Data Modeler | ➤ Hadoop | ➤ TABLEAU         |
| ➤ JMP (SAS)                       | ➤ Google Cloud Platform (GCP)         | ➤ JIRA   | ➤ MS Office Suite |

## CERTIFICATIONS

- ITIL® 2011 Foundation, ITIL® Intermediate Service Design, ITIL® Intermediate Service Transition, ITIL® Intermediate Service Operations