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Aditi Cherian

Summary

Established business analyst dedicated to advancing my career into a user or product centered role. I am passionate about delivering data-driven insights and analysis through in-depth research to improve features and drive a product forward.

Education

Bachelor of Science in Computer Science

University of California, Davis
01/2019

Experience

Genentech

Business Systems Analyst, South San Francisco, CA
11/2019 - Present

- Developing ad hoc reports using SQL for business partners by querying the Master Data Management (MDM) and Master Care Data Mart (MCDM) databases
- Strategizing different contract processes with business partners to ensure the program and calculations can be implemented within our databases
- Analyzing trends and using key metrics to draw insights from inventory data. Reporting weekly analytics to the marketing analytics team
- Developing a business continuity plan for external teams to fill in knowledge gaps between the teams, enhance the onboarding process for new employees and find the various touchpoints in case the central database goes down
- Working with program managers to create regular quarterly report and also incorporating feedback on business needs to give a comprehensive overview of account performances, measure program growth, and identify top candidates for performance improvement

CherianTop

Founder
05/2019 - 10/2019

- Founded an ecommerce business over the course of several months by establishing consumer-centric brand standards and developed a sustainable growth strategy
- Designed a business-wide marketing strategy through a 5-month roadmap to scale up engagement metrics to over 50 new customers and over 300 followers on various social channels
- Developed all creative assets for targeted ad campaigns across social channels (Facebook, Instagram, and Twitter) and tracked A/B testing results to optimize conversions
- Curated product roadmap strategy using JIRA to inform the development and timely launch of the company's website and all other social channels
- Tracked and reported key metrics and performance indicators that measured overall business growth
- Delivered analytical insights through in-depth research from customer usage patterns and trends to help improve features and track product success metrics in a data-driven way using Google Analytics

UC Davis Computational Communication Research Lab

Data Analyst Intern, Davis, CA
09/2018 - 12/2018

- Contributed research to the United Nations Chile data science pilot program
- Influenced labor market policies in Latin America by using digital trace data from job market sites to analyze labor market dynamics, skills and skill-gaps, and mismatches between supply and demand
    - Collected data by web scraping Latin American job market websites and created complex data visualizations using Python and Jupyter
    - Analyzed the gathered and processed data to gain insight into the Latin American labor market

Nisum Technologies

Machine Learning Intern , Fremont, CA
06/2018 - 09/2018

- Coordinated with the data engineering team and director of insights and analytics to improve the price prediction model using machine learning applications
- Developed a proof of concept promotion predictor that forecasts the best date and retail price for Macy's products using ARIMA models from the python pyramid library.
    - Reduced forecasting error by 9.4% by identifying relevant predictor variables during model training
    - Performed linear regression by fitting ARIMA models on past sales data
    - Automated and pipelined the process of training models, forecasting data, and analyzing results in Jupyter
- Compared 5 existing profit optimization algorithms to create a unique profit optimization algorithm used as a minimal viable product

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Skills

- SQL
- Web Analytics
- Product Development
- Tableau

- Data Analytics
- Product Marketing
- Business Development
- Excel