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PROFESSIONAL EXPERIENCE

TownSync, *Hyderabad, India*   **March 2019 - August 2019**
Business Analyst

- Analyzed user data on Google Analytics platform to draw both Qualitative and Quantitative conclusions providing a complete view of the app.
- Carried out statistical analysis of structured and unstructured data on an ad-hoc basis to provide insights on app usage.
- Worked closely with investors to develop business solutions by translating business requirements into technical requirements and optimized ROI by **10%**.
- Coordinated with managers & UI/UX team by leveraging data to drive insights providing strategic recommendations to develop new features and created dashboards and reports using Tableau.
- Integrated the app with Google AdMob and created ad units and managed impressions, CPC, CPM in the app which optimized revenue by **6%**.
- Managed a campaign to boost user engagement which attained a success score of **80%** amongst a target segmented audience by utilizing Firebase A/B testing automation testing tool to define, design and interpret key performance metrics before rolling it out widely which increased number of users by **30%.**

Environment: **Tableau Desktop, MS Office, Google Suite, Google Analytics & AdMob, BigQuery**

Astrid Oasis Manufacturing LLC, *Dubai, U.A.E*   **February 2017 – December 2018**
Data Analyst

- Worked with teams to identify new target areas for client onboarding and created GTM strategies based on market analysis on CRM system.
- Designed and developed dashboards in PowerBI to recommend marketing strategies based on historical data.
- Lead analysis to identify gaps in the manufacturing process and introduced automation which reduced the lead time by **one-third**.
- Involved across key stages of the production lifecycle and performed root cause analyses to identify performance bottle-necks which led to a **30%** increase in productivity and savings.
- Worked with cross functional teams to identify and develop metrics and Key Performance Indicators to reduce waste in the manufacturing process by implementing and utilizing the Lean Methodology.
- Utilized SQL & R extensively to assist with data pulls for cleaning & analyzing customer feedback data for NPS which improved customer experience efficiency.
- Used Power BI, Power Pivot to develop data analysis in Excel, and used Power View and Power Map to visualize reports.
- Developed calculated measures using Data Analysis Expression language (DAX).
- Utilized Power Query in Power BI to Pivot and Un-pivot the data model for data cleansing.

Environment: **CRM System, Power BI Desktop, Power Pivot, Power Query, Google Suite, MS Access, R Studio, MS Office, SQL Server Management Studio (SSMS)**

EDUCATION
Rutgers University, *New Jersey, U.S.A*
Master of Science, Information Technology and Analytics (2019- Dec 2020)   *GPA: 3.833/4.0*

Birla Institute of Technology and Science, Pilani University, *Dubai, U.A.E*
B.E. (Hons). Computer Science

TECHNICAL SKILLS
- **Programming and Scripting Languages**: SQL, Python, R, MATLAB.
- **Databases**: MS-SQL, MySQL, MS Access, SQL Server 2017.
- **Software**: Jupyter Notebook, Spyder, IntelliJ, R Studio, Visual Studio, Visio, SharePoint, MS Word, MS PowerPoint, Advanced MS Excel, macros, pivot, VLOOKUP, Git, XLminer, Shiny, Apache Spark, Ambari, HIVE, JIRA.
- **ML Libraries and Visualization:** NumPy, Pandas, Sci-kit Learn, Matplotlib, ggplot, Linear, Logistic, Ridge, Lasso, XGBoost regression, Random Forest Classification & Clustering, MapReduce, A/B Testing, Multivariate, Hypothesis Testing.
- **BI Tools**: Power BI, Tableau, Google Analytics, Google Data Studio, Looker.
- **Reporting tools**: MS Excel, Power BI Desktop, Tableau Desktop, Hadoop HDP.
- **Skills**: Statistical Analysis, Financial Time Series Analysis, HTML Web Scraping using BeautifulSoup Parser, Forecasting Algorithms.

ACADEMIC PROJECTS

Predictive Analysis of Used Cars Prices
- Performed data cleaning activities using Pandas and NumPy to prepare the data for analysis.
- Created Visualizations using matplotlib to find the root cause of the high prices.
- Integrated multiple, linear, Random Forest, XGBoost Regression techniques for prediction to create a predictive model.
- Achieved the best **85.86%** of predictive accuracy with the random forest model.

Quantitative Analysis of German Credit Loans (Google BigQuery)
- Divided the dataset into training and testing data using Pandas.
- Created and loaded the dataset into BigQuery and created tables to perform SQL queries.
- Integrated logistic regression ML model by using SQL to evaluate and predict the loans as good or bad.
- Achieved an accuracy score of **78%** on the dataset with a **fair** model_quality predictions.

Olist Brazilian Ecommerce Website (PowerBI)
- Performed SQL joins and DAX measures to transform the data in Power Query editor.
- Created reports in PowerBI to analyze customer behaviour based on entry point (paid search email, direct traffic, organic search, etc.).
- Forecasted Customer Lifetime Value i.e., the future revenue generated by a customer.
- Analyzed performance by product category through an interactive drill down functionality.
- Presented reports providing recommendations and strategies for the sales and marketing teams at Olist.