

EDUCATION

Masters in Information Systems, GPA: 3.70 California State University, Long Beach (CSULB) August 2023-Present
Coursework: Database Management Systems, System Analysis and Design, Machine Learning for Business Analytics
Masters in Supply Chain, GPA: 3.70 Coventry University, England August 2019-September 2022
Bachelors in Business Administration, CGPA: 94.02 K L University June 2016-July 2019

SKILLS

Python, R, SQL | AWS | Alteryx, Tableau, PowerBI, Excel, Google Data Studio, Amazon Quicksight, SPSS, Jupyter Notebook | Git | PostgreSQL, MySQL | Pandas, Numpy, Seaborn, Matplotlib, Scikit-learn, Django | Microsoft Suite, Canvas | Agile, Jira, SmartSheet

EXPERIENCE

California State University, Long Beach Research Assistant January 2024-Present
• Applying quantitative and qualitative analysis of industry case studies, identifying key opportunities and challenges in the seamless integration of AI systems to augment human decision-making processes within supply chain management.

Paragon One, United States Business Development Extern January 2024-February 2024
• Strategically analyzed the social media platforms to track music industry trends, their impact on influencer growth, and the effect of music on their audience, identified and evaluated 10 potential collaborations to mutually benefit the company and influencers.

Shantilal and Company, India Business Intelligence Lead October 2021-July 2023
• Boosted lead conversion rate 15% by conducting predictive modeling to identify customer propensity and guide sales outreach.
• Strengthened customer segmentation by 20% through k-means clustering of behavioral data to tailor engagement campaigns.
• Automated reporting through BI tools, providing self-service analytics and reducing manual reporting time by 30%.
• Founded peer mentorship program for analysts, enhancing skills development, team collaboration and knowledge sharing.
• Administered end-to-end flowcharts of customer onboarding process, identifying redundancies, reducing onboarding time by 20%.
• Communicated quarterly release plans, product roadmaps to executives and customers, ensuring alignment on strategic priorities.

Shantilal and Company, India Business Analyst October 2020-September 2021
• Achieved customer retention 15% by identifying churn risk factors through predictive modeling, team motivation and teamwork.
• Partnered with marketing team, boosting customer lifetime value 15% through exploratory analysis of customer journeys.
• Reduced operational cost 20% with regression analysis to reveal process inefficiencies and quantify cost-saving opportunities.
• Directed product backlog using weighted scoring model accounting ROI, time to market, customer request to 22% faster delivery.
• Spearheaded creation of Tableau dashboards to evaluate pricing, increasing sales by 10% and decreasing errors by 25%.
• Refined product development cycle 25% through customer usage data-assessment analysis, negotiation, and task delegation.

Twills, India Inventory and Sales Analysis Intern May 2017-August 2017
• Managed on-time payments 20% via regression analysis of payment, order, and seasonal trends optimizing billing process.
• Cut overstock 15% by building time series forecast model of past sales, inventory, and product seasonality to predict demand.

Pantaloons, India Customer Experience and Organizational Development Intern May 2016-July 2016
• Supervised customer loyalty engagement 30% interpreting program metrics, enhancing rewards offerings and peer relations.
• Developed sales conversion rate 15% through employee training in active listening, and customer relationship management.

PROJECTS

Animal Shelters Data Analysis Report

- Analyzed datasets using SPSS to explore trends improving adoption by 40%, lowering euthanasia by 30%, and progressing welfare.
- Developed Tableau dashboards communicating insights and regression models determining factors expediting animal placements.

Contact Management System

- Applied contact DB CRUD operations with input validation, search - confirm dialogs, and customized UI for a better experience.
- Validated data integrity through input validation and normalization enhancing system capabilities.

Data Mart Analysis

- Investigated sales impact of ecofriendly packaging via SQL to communicate business benefits of sustainability at a grocery store.
- Presented on Data Mart's sustainability KPIs enabling data-driven business decision making and ROI for executives.

ACTIVITIES AND LEADERSHIP

- **Intercultural Diplomat Member, CSULB 2024:** Cultivated cross-cultural knowledge and understanding in K-12 students through interactive presentations and organized activities.
- **Best Design Award, Alteryx Datathon - December 2023:** Recognized for innovative data visualization design using Alteryx, Tableau, and PowerPoint at Alteryx Datathon.
- **Beach Pride Events Council Member, CSULB, 2023-2024:** Planned and executed over 85 engaging events as part of council to promote school spirit and community using scrum, canvas for marketing and collaborating with cross-functional clubs.
- **Meet the Industry Expo (MIE) Chair, Associated Business Students Organization Council, CSULB 2023-2024:** Led extensive planning and coordination of career expo connecting 300+ business students with corporate recruiters.
- **Press, Grace Hopper Conference 2023:** Selected by conference organizers for press team to provide on-site coverage of world's largest event for women in computing.