

# AADITYA SUNIL PATEL

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Business Analytics student at Drexel University with experience analyzing **285K+ records**, **automating ETL pipelines**, and developing KPI dashboards in **SQL**, **Python**, and **Power BI**. Known for reducing reporting time, enabling real-time insights, and driving operational decisions with clean, actionable data.

## PROFESSIONAL EXPERIENCE

### ESMSYS LLC

Stamford, CT, US

Data Analyst Intern

May 2025 – Present

- Developed an **automated KPI dashboard** using **Dash**, **Plotly**, **SQL Server**, and **Python**, streamlining regional newspaper reporting and reducing manual effort by **40%**
- Built a **FastAPI** backend for real-time segment tagging and user-role access, enabling sales/editorial users to access tailored dashboards and reducing decision latency by **30%**
- Designed and scheduled **ETL pipelines** in Python for data cleaning, aggregation, and SQL-based report generation, improving report delivery time by **60%**

### Media.net

Mumbai, MH, IN

Software Test Engineer

Jun 2022 – Aug 2024

- Resolved **50+** backend data mismatches across advertiser platforms, **restoring 95% data accuracy** by auditing **20+ MySQL/API** pipelines used in campaign reporting
- Automated regression and **API test cases** for key revenue logic, reducing manual QA effort by **35%** and increasing test coverage for ad platform data
- Reduced reporting lag and accelerated ad feature releases by debugging latency issues in collaboration with backend engineers and analysts
- Led regression/load testing via **JIRA** and **Agile**, reducing QA cycles by **40%** and speeding up feature rollouts

## ACADEMIC PROJECTS

### Forecasting Product Demand (Python | AMIRA | Prophet | Power BI)

April 2025

- Modeled sales demand using **ARIMA** and **Prophet**, improving monthly forecast accuracy by **18%**, leading to smarter inventory restocking
- Cleaned and transformed **15K+** time series records to handle outliers and seasonality, enabling reliable monthly forecasts and dynamic trend visualizations in [Power BI](#)

### Customer Segmentation Analysis (Python | Power BI | K-Means | FastAPI)

July 2025

- Clustered **10K+** customers using RFM metrics and **K-Means**, boosting campaign ROI by **22%** through targeted segment-level offers
- Built ETL pipeline and [Power BI](#) dashboard to reveal churn-prone segments, enabling marketing to simulate **22%** higher ROI through cohort-based campaigns

### Data Science Salary Analysis (R | ggplot2 | tidyr | dplyr)

April 2025

- Analyzed **6K+** job listings to uncover regional salary gaps and skills-to-salary trends, informing career decisions
- Built comparative salary visuals by **region**, **experience**, and **job type**, enabling job seekers and career coaches to target high-value skills and locations

## TECHNICAL SKILLS

**Languages & Tool:** Python, SQL, R, Power BI, Tableau, Excel, Dash, FastAPI, Looker, Google Data Studio, DAX, VBA

**Analytics & Modeling:** Forecasting (ARIMA, Prophet), Clustering (K-Means, DBSCAN), A/B Testing, Logistic Regression,

**Database & ETL:** SQL Server, Azure Data Studio, MySQL, PostgreSQL, Pandas, NumPy, SMOTE, REST APIs

**Version Control & Dev:** Git, GitHub, VS Code, Jupyter Notebook, Google Colab

**Project Management:** JIRA, ClickUp, Confluence, Agile, Scrum

## EDUCATION

Drexel University, LeBow College of Business

Philadelphia, PA, US

Master of Science in Business Analytics (GPA: 3.74/4.0)

Sep 2024 – Mar 2026

University of Mumbai, Xavier Institute of Engineering

Mumbai, MH, IN

Bachelor of Engineering in Computer Engineering

Jul 2018 – May 2022