

# Aashi Singhvi

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## EDUCATION

### Brandeis International Business School

Waltham, MA

#### Candidate for Master of Science in Business Analytics (STEM-Designated)

08/2023 – 02/2025

*Anticipated Coursework:* Applied Econometrics with R, Machine Learning and Data Analytics for Business & Finance, Applied Econometrics with R,

### University of Mumbai

Mumbai, India

#### Bachelors of Science in Management Studies

05/2015 - 06/2018

*Relevant Coursework:* Business Statistics, Operations Research, Risk Management, Project Management, Strategic Financial Management, Corporate Finance

## TECHNICAL SKILLS

**Programming Languages:** Python, R

**Computer Software:** Advanced SQL, VBA, Power BI, Tableau, Statistics, Salesforce

**Analytics:** Data Warehousing, Data Visualization, Predictive Modeling, Marketing Analytics, Data Mining

**Certifications:** Advanced Data Analysis with Python (IBM - Ongoing), Advanced Data Warehousing for Business Intelligence Specialization (UC Denver - Ongoing), Advanced Statistics for Data Science (Johns Hopkins)

## WORK EXPERIENCE

### Infinite Solutions

Indore, India

#### Project Manager

10/2022 - Present

- Consolidated \$100k debt from multiple clients, standardized payment processes for all clients and created sophisticated P&L tracking tool using SQL and Power-BI for executive team
- Worked cross functionally with executive, engineering, marketing, and finance teams to create project vision, goals, and budgets to boost project timelines by 10%; streamlined workflow across technical teams

### Genesis Energy

Auckland, New Zealand

#### Strategy Business Analyst

03/2020 - 10/2022

- Developed customer segmentation and acquisition strategy using historical transactional, marketing and financial data to reduce acquisition cost by 12%; designed tools to track customer engagement metrics
- Saved over \$500k by leveraging vendor data to track fraudulent activities of third-party channels by ensuring active quality and anomaly detection control
- Facilitated weekly Sales Finance and Operations meetings with executives, coordinating with multiple teams and prioritizing areas of improvement and prepared detailed data driven presentations
- Led bi-weekly workshops for design thinking, sprint planning, analytical documentation, and resource planning with project management team
- Managed three high value business accounts maximizing revenue and cost efficiency, created weekly account health one pagers for the leadership team and developed sustainable growth strategies
- Acquired new clients with 65% conversion rate and generated \$600k in annual revenue; trained sales operations team with best-in-class customer acquisition practices
- Built and maintained sales operations business health dashboards using SQL and VBA
- Trained and mentored entry level interns' and managed projects for two summers