Aayushi Soni

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EDUCATION

Stevens Institute of Technology, Hoboken, NJ　　　　　　　　　　　　**Expected December 2022**
Master of Science, Business Intelligence & Analytics
- **Related Courses**: Data Management, Multivariate Data Analytics, Supply Chain Analytics, Marketing Analytics, Data Analytics & Machine learning, Social Network Analytics
- **Honors**: Provost's Masters Fellowship

Gujarat Technological University, Gujarat, India　　　　　　　　　　　**May 2015 – June 2019**
Bachelor of Engineering, Information &Technology Engineering - GPA: 3.8/4
- **Related Courses**: Big Data Analytics

SKILLS

- **Programming Languages and Databases:** Python, SQL
- **Tools:** Microsoft Suite, SAS, Tableau, PowerBI, Jupyter Notebook
- **Marketing Skills:** Social Media Marketing, Content Writing, Digital Marketing
- **Project Management:** Scheduling, JIRA, Risk Management, Cost Management, Budget Allocation, Agile
- **Strengths:** Exceptional Communication Skills, Adaptable, Self-starter, Goal-oriented, Problem-solver

WORK EXPERIENCE

New Jersey Department of Labor and Workforce, Trenton, USA　　　　**June 2022 – August 2022**
Data Analyst Intern
- Worked with the assistant commissioner to understand key metrics, identify the problems, and improve efficiency by extensively using SQL and excel for mining data to uncover insights, trends, and inflection points. Performing ad hoc analysis for data requests when required in weekly data reporting
- Analyzing the financial data and performing data visualization using Tableau and Power BI to develop interactive dashboards, which helps them to increase efficiency by 40% in decision making for various government insurance policies like Temporary disability insurance and Family leave insurance

Trinity Unicepts Private ltd, Gujarat, India　　　　　　　　　　　　**August 2019 – March 2021**
Business Analyst
- Worked as a bridge between the client and company, created detailed business analysis by outlining problems, opportunities, and solutions for various unique industries
- Collaborated in planning all national and international projects by participating in strategic planning meetings with senior management. Defining business requirements from the in-depth data analysis and reporting back to the stakeholders. Created a sales model to enhance brand identity and revenue
- Helped to facilitate the effort to recover approx. $8 million in financial variances with CMS. Utilized SQL to analyze data and guide work items resulting in over 54,000 effort hours saved $1.2 million in labour savings

RELEVANT PROJECTS

Content Writing and Marketing　　　　　　　　　　　　　　　　　**January 2019 – December 2020**
- Developed various content on unique topics such as digital marketing, communication, networking, sales, and marketing for the website to achieve maximum traffic
- Performed high-level keyword analysis to be in the top position on the search engine. Being an innovative content writer, I developed SEO-specific and meaningful content to benefit the user and the client. Promoted the blogs on various platforms to achieve the highest number of readers.

Tableau Dashboard for NYC Citibike Trips (Link)　　　　　　　　　　**March 2022 – March 2022**
- Created **tableau dashboard** illustrating NYC bike trip analysis with different graphs which show popular stations, peak hours for bike renting and busiest stations
- Utilized around **73K** trip information containing noisy data such as invalid values or missing values; performed **data cleansing** to develop a dashboard on the clean dataset

ACHIEVEMENTS

- Published a review paper on "An IoT-based game controlling device" (Link)
- Awarded for the Employee of the Month for customer satisfaction with the highest rating (4.7/5)
- Achieved 2nd position in the whole IT department of the university for the final year project
- Tableau 2022 A-Z: Hands-On Tableau Training for Data Science
- Certified in Python, R, and SQL from Datacamp