

Aayushi Soni

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EDUCATION

Stevens Institute of Technology, Hoboken, NJ

Expected Dec 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, R, SQL
- **Tools:** Microsoft Suite – Excel, Word, PowerPoint, SAS, Tableau, PowerBI, R studio, 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

Trinity Unicepts Private Ltd, Gujarat, India

Aug 2019 – March 2021

Business Analyst

- Worked as 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. Tailored business requirements from the in-depth **data analysis** and reporting back to the stakeholders and 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 labor savings

Trinity Unicepts Private Ltd, Gujarat, India

May 2018 – July 2018

Social Media Marketing Intern

- Accelerated **SEO techniques** to increase engagement and organic growth. Used on-page and off page SEO to build brand value to get more sales and establish significant level of digital identity in competitive market
- Developed relatable creatives like images, reels, videos, and gifs for the various **social media platforms** and organized in a way that gets high amount of interaction from the users

RELEVANT PROJECTS

Joy Glove

Jan 2019 – Apr 2019

- Designed an intelligent game controller that allows the player to play the game by hand gestures. **IoT based game** controller created using Arduino UNO and MPU 6050 sensor and accelerometer
- It has a 3 axis Gyroscope, 3 pivot Accelerometer, Digital motion processor and a temperature sensor
- Being a team leader of the group presented the project in front of IT professions and **won 2nd prize among 150+ projects** of the department

Cheque Clearance System

Sept 2018 – Nov 2018

- Created a web-portal by implementing **Python, JavaScript, Flask** for automatic cheque clearance to **reduce overall 40% time of clearing process** by automating verification of customer signature and transaction amount
- Designed a database schema by using **MySQL** for storing details of transaction, customer, and bank, which further used to display real time transaction on each user's **dashboard**

ACHIEVEMENTS

- Published a review paper on "An IoT based game controlling device" ([Link](#))
- Awarded for the Employee of the Month for customer satisfaction with highest rating (4.7/5)
- Achieved 2nd position in the whole IT department of the university for the final year project

CERTIFICATIONS

- Certified in Python, R, and SQL from Datacamp