Data-driven professional with a talent for transforming complex data into actionable insights. Expert in ETL tools and passionate about leveraging analytics to inform smarter, more strategic business decisions. Dedicated to uncovering fresh perspectives that foster innovation and propel organizational growth.

**SKILLS**

**ETL Tools**: Tableau, Power BI, Lucid Chart, Microsoft Excel, AWS Looker, Stitch

**Data Analysis & Modelling:** Oracle Crystal Ball, Big Data Analytics, RapidMiner

**Programming Languages:** R Programming Language, Python, SQL

**Applications:** Global Business, MarkStrat & Capstone Simulation

**WORK** **EXPERIENCE**

**Takshashila Consulting- Hyderabad, India Jun’**20**21- Aug’**20**21**

**Strategy Intern**

* Developed a strategic, user-centric IoT integration plan for smart home solutions, enabling improved product usability to drive customer engagement, contribute to innovation, and create long-term value for the organization.
* Leveraged value proposition, market landscape analysis, and issue tree frameworks to identify key opportunities and challenges, driving strategic decisions for the development and implementation of IoT technologies in smart homes.

**KSA Software- Hyderabad, India Apr’**20**21- May’**20**21**

**Sales & Marketing Intern**

* Generated high-quality leads for the company and successfully managed the verification process for the company's awards program, ensuring authenticity and credibility in the recognition process.
* Led a team of three, advocating for team collaboration and resource optimization to consistently meet and exceed target goals.
* Customized award certificates for over 80 hotels, spas, and restaurants, enhancing brand visibility and contributing to strong client relationships.
* Identified and compiled a list of 70+ PR publication websites to strategically publish the company’s products and campaigns, increasing exposure and expanding market presence.

**PROJECTS**

**PEPSICO Sales & ESG Analysis Sep’**20**23- Dec’**20**23** *Technologies: Tableau, Microsoft Excel*

PepsiCo aimed to understand the correlation between sales performance and ESG (Environmental, Social, and Governance) practices to improve financial outcomes. I conducted a detailed analysis, creating a Big Idea Worksheet and using Tableau for data visualizations. The results indicated a weak correlation (0.3998) between sales, revenue, and ESG activities, suggesting limited direct impact of ESG initiatives on sales growth.

**E-StoreZ Customer Segmentation Apr’**20**23- May’**20**23**

*Technologies: RapidMiner, Microsoft Excel*

E-StoreZ aimed to enhance revenue and customer satisfaction through a customer segmentation model. I executed a data mining project using RapidMiner on a Kaggle dataset to predict customer segments based on spending and membership, optimizing sales strategies. Following the CRISP-DM framework, I employed techniques such as Rule Induction, Bagging, and a Voting Model (Decision Tree, KNN, Naïve Bayes) to generate actionable insights for business improvement.

**Hilton Group: Customer Data Management Nov’**20**22- Dec’**20**22**

*Technologies: SQL, Lucid Chart, Microsoft Excel*

Hilton Hotels & Resorts aimed to enhance revenue and customer satisfaction through effective data management. I utilized advanced SQL techniques to define business rules, create entity relationship diagrams (ERD), and execute SQL queries, extracting operational insights for strategic decision-making in hospitality management. I employed LucidChart to develop the ERD and EER diagrams, facilitating a comprehensive understanding of the data structure.

**ACADEMICS**

**Master of Science- Business Analytics Aug’2022- May’2024**

University of Scranton, USA

**MBA- Finance, Marketing & Strategy, MIS Jun’2020- Apr’2022**

Indian Institute of Management Rohtak, India

**Bachelor of Commerce Honors Jun’2017- Mar’2020**

St. Francis College for Women, India