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<div>EDUCATION</div>	
<div> <div>Northeastern University, Boston, MA</div> <div>Master of Science in Business Analytics</div> </div>	<div>Sep 2023- Dec 2024</div>
<div> <div>University of Mumbai, Mumbai, India</div> <div>Bachelor of Engineering, Electronics Engineering</div> </div>	<div>Aug 2019- May 2023</div>
<div>EXPERIENCE</div>	
<div> <div>Northeastern University, Boston, MA.</div> <div>Graduate Teaching Assistant</div> <div> <ul style="list-style-type: none"> Instructed students in MKTG6234 Marketing Analytics, providing personalized guidance on case studies during office hours. Reviewed assignments and provided detailed feedback to promote deeper comprehension of marketing analytics principles. </div> </div>	<div>May 2024- June 2024</div>
<div> <div>Concept Next Media, Mumbai, India.</div> <div>Business Analyst SQL, Databricks, Excel, Python, Power BI, Market analysis</div> <div> <ul style="list-style-type: none"> Applied SQL skills using Databricks to construct intricate queries for analyzing large datasets from hospitality clients, enhancing data processing efficiency by 35% and enabling real-time analysis of guest preferences and booking patterns. Performed data analysis on marketing campaigns for 10+ hospitality clients using Excel and Python. Identified customer segments, leading to strategy refinements that increased guest engagement by 30% and online bookings by 25%. Built Power BI dashboards to visualize KPIs and report for the Director showcasing the correlation between marketing spend and revenue growth, identifying opportunities to optimize budget allocation and increase ROI by 15%. Demonstrated an online reputation management strategy (ORM) to the management team and incorporated their feedback to enhance report quality. This approach led to an average 1.5-star improvement in customer ratings across major review platforms and a 40% increase in positive guest feedback. </div> </div>	<div>Aug 2022- July 2023</div>
<div> <div>Kreative Keeda Entertainment, Navi Mumbai, India.</div> <div>Marketing Strategist SEO, Google Analytics, Python, Tableau, Market research</div> <div> <ul style="list-style-type: none"> Designed and executed innovative marketing strategies for large-scale concerts and college cultural festivals, using market research to increase event attendance by 30%. Implemented SEO best practices and utilized Google Analytics to optimize digital marketing campaigns, leading to a 35% improvement in organic search traffic and higher conversion rates for event ticket sales. Managed social media accounts for Sabali, South Asia's leading musical band, leveraging social media management tools to enhance online presence and engagement, resulting in a 40% increase in followers and a 50% rise in interaction rates. Developed Tableau dashboards for real-time event performance tracking, integrating data from multiple sources, resulting in a 40% improvement in targeted marketing efforts and a 25% increase in overall event profitability. </div> </div>	<div>Jun 2021- Dec 2021</div>
<div>PROJECTS</div>	
<div> <div>The Impact of Affordable Care Act on Health Insurance Coverage in USA Python, NumPy, Matplotlib, Seaborn, Power BI</div> <div> <ul style="list-style-type: none"> Conducted policy impact analysis of the Affordable Care Act using Python, including data cleaning and manipulation with Pandas and NumPy. Illustrated changes in health insurance coverage across states using Power BI dashboards. Evaluated trends in uninsured rates and Medicaid/Medicare enrollments providing insights on policy effectiveness. </div> </div>	
<div> <div>Netflix in the Indian OTT Market Enginius, Python, Regression Tableau, Power BI</div> <div> <ul style="list-style-type: none"> Analyzed Netflix's strategic positioning and performance in India on Enginius Platform, identifying key consumer segments through survey research and developed regression model to improve content offerings, pricing, and localization efforts. Visualized Netflix's content trends, revenue growth, and competitive landscape in the Indian streaming market. </div> </div>	
<div> <div>Statistical Exploration of the NBA Machine Learning, R, Python, Scikit learn, Matplotlib, Seaborn</div> <div> <ul style="list-style-type: none"> Executed statistical analysis and machine learning on 5,000+ data points of NBA player performance and salary data from year 2000-2020, including regression, clustering, and random forest. Built a predictive model for player salaries (R-squared of 0.63) and identified key drivers of player value, segmenting players to inform team salary cap strategies. Created data visualizations to communicate insights on player contributions and provided actionable recommendations for NBA teams to optimize investments within financial constraints. </div> </div>	
<div> <div>Correlation Analysis of Airfare Price Dynamics in Relation to Crude Oil Price Fluctuations Excel, Python, R, Tableau</div> <div> <ul style="list-style-type: none"> Investigated the relationship between crude oil price fluctuations and airfare prices using Regression techniques. Performed ETL processes to merge datasets from Ease My Trip and US Energy Administration for comprehensive analysis. Designed Tableau dashboards to visualize data trends and present findings on the impact of oil prices on airfares. </div> </div>	
<div>LEADERSHIP</div>	
<div> <ul style="list-style-type: none"> Optimized digital strategies and student inquiry systems as Digital Ambassador at D'Amore-McKim School of Business. Officiated as Sports Commentator for AFC Women's Asian Cup India 2022, held at the DY Patil Stadium in Navi Mumbai. </div>	
<div>SKILLS</div>	
<div> <div>Programming Languages: Python, SQL, R studio</div> <div>Data Visualization: Tableau, Power BI</div> <div>Project Management: Jira</div> <div>Productivity: Microsoft Excel, Microsoft PowerPoint, MS Visio</div> <div>Marketing Analytics: Google Analytics, SEO, Digital Marketing, Enginius</div> </div>	