ASHISH SONI

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Summary: Data and Reporting Analyst proficient in aligning data insights with organizational goals and effectively communicating findings to stakeholders.

TECHNICAL SKILLS

- Python
- Microsoft Power BI
- Natural Language Processing
- Zapier

- SQL
- Google Sheets
- Make
- Generative AI

WORK EXPERIENCE

Intern Data Scientist at Deutsche Telekom, Bonn   Sep.2021 - Feb.2022

- Analyzed Deutsche Telekom's B2B cloud product offerings to identify customer segments for developing a recommendation system.
- Developing Data Pipelines using PySpark to extract, transform and load B2B customer data, significantly reducing data access time for the team.
- Conducted ad-hoc analysis related to B2B Customers to identify upselling opportunities.

Research Intern at Chitkara University, India   Jan.2017 - Jul.2017

- Conducted a comprehensive literature review on the synergy between cloud computing and big data analytics, contributing to the research paper "Cloud with Big Data Analytics: A Review".
- Applied data mining techniques (Linear Regression) using R, to a dataset of patient records to identify significant predictors of heart disease.

EDUCATION

M.Sc. In Data and Knowledge Engineering   Apr.2018 - Mar.2023

Otto von Guericke University, Magdeburg

- **Master Thesis:** Optimization of the search experience in search engines with Vector Databases and Transfer Learning.

PROJECTS

Marketing Channel & Cohort Analysis (MoneyMinds Case Study)

- Analyzed marketing channel conversion rates to identify optimal investment opportunities.
- Performed cohort analysis to evaluate the effectiveness of marketing promotions.
- Used Google Sheets to process and analyze data.
- Provided recommendations to optimize marketing strategies based on data-driven insights.

AI-Powered Instagram Content Idea Generator

- Developed a custom GPT to act as a "digital muse" for Instagram content generation.
- Showcases ability to leverage AI for innovative marketing solutions.

CERTIFICATIONS

Data-Informed Decision Making   **Uplimit, 2024**

From Data to Insights with Google Cloud   **Coursera, 2023**

LANGUAGES

- **English**
- **Deutsch(A2)**