

# ASHWINI DESHMUKH

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## SUMMARY

Data Analyst skilled in data analysis, storytelling, and visualization to drive business outcomes. Experienced in Python, SQL, Power BI, machine learning, and statistical modeling, with a proven ability to present actionable insights to non-technical stakeholders.

## EDUCATION

**Master of Science in Information Systems, University of Texas at Arlington**

**Aug 2023-May 2025**

Coursework: Advance Analytics, Python Programming, DBMS, Project Management, Data Warehousing, System Analysis & Design, Cloud Computing, Data mining, Management Information Technology, Web & Social Analytics

**Bachelor of Engineering in Electronics Engineering, University of Mumbai**

**Jul 2016-Oct 2020**

Coursework: Operating Systems, SDLC, Computer Communication Networks, Object-Oriented Programming, C Programming

## WORK EXPERIENCE

**Quantitative Risk Analyst Intern, Hilltop Securities**

**May 2024-Jul 2024**

- Collected, aggregated, and analyzed data from Bloomberg Terminal and external sources, developed dashboards using Power BI and presented insights, **contributing to 20% reduction in data manipulation time.**
- Developed an ETL solution using UiPath, **freeing up 10+ hours weekly** and automated Power BI dataset refreshes using Power Automate to enable scheduled updates decreasing manual data handling.
- Converted VBA macros to Python scripts and streamlined reports using Power Query and Power BI, reducing report generation time, **saving 15+ hours of manual work weekly**, providing actionable insights through dashboards and reports.
- Constructed SQL queries for ad hoc data requests and summarized P&L statements for 70+ counterparties enabling leadership to make timely strategic decisions.

**Business Intelligence Analyst, Saint-Gobain**

**Apr 2021-Aug 2023**

- Implemented data validation protocols using SQL scripts, **reducing data discrepancies by 50% and conserving 10+ hours of weekly data maintenance task**, boosting data quality.
- Designed Power BI dashboards to monitor issue trends and manage users, ensuring alignment with KPIs and visibility into OKRs.
- Configured and managed cloud backup policies using Druva, recorded backups, restorations, and evaluated logs to troubleshoot issues, ensuring secure endpoint data protection for 15,000+ users.
- Built and maintained data pipelines for timesheet visualization using Excel, Python, and Power BI, optimizing data accuracy, time tracking and reporting, **driving a 30% increase in resource utilization.**
- Leveraged Power BI to identify active users and unused assets for a portfolio of 40,000+ assets, mitigating errors by 40%, and **improving operational efficiency by 25%.**
- Verified and managed workstations to initiate software installation, performed CMDB updates in ServiceNow and provided reports and summaries as requested by stakeholders, giving an overview of assets.
- Generated Access reports for data analysis, **saving 8+ hours of manual reporting per week**, trained team members on data workflows and created documentation to improve user adoption and cross-functional collaboration.

## SKILLS

**Data Analysis:** ETL/ELT pipelines, Data Mining, Data Cleaning, Data Modeling, EDA, Predictive Modeling, Machine Learning

**Data Engineering:** Data Warehousing, Data Pipelines, Data Governance, Database Optimization, RPA (UiPath), Alteryx

**Data Visualization:** Power BI, Tableau, Power Apps, DAX, Google Analytics, Looker, QlikView, AWS QuickSight

**Python Libraries:** NumPy, Pandas, Matplotlib, Scikit-learn, Seaborn, Plotly, SciPy, PySpark

**Database Technologies:** DBMS, RDBMS, MS SQL Server, MySQL, Oracle, PostgreSQL, MS Access, ServiceNow, SAP

**Advanced Excel:** Macros, VBA, VLOOKUP, Pivot Tables, Index/Match, IF/SUMIF/COUNTIF

**Programming Languages:** Python, SQL, R, Power Query, C

**Cloud Computing:** AWS, Azure

## PROJECTS

**Text and Sentiment Analysis** | [Link](#)

Conducted sentiment analysis on Twitter data using Python libraries (Pandas, NLTK, TextBlob, NLP) to classify tweets, analyze sentiment and generate insights. Created themed word clouds to visualize trends and public opinions.

**Marketing Campaign Analysis** | [Link](#)

Analyzed campaign performance across demographics by applying machine learning models (Random Forest, Decision Tree) and statistical techniques (ANOVA, Time Series Analysis) to evaluate conversion rates, ROI and engagement scores.

**Retail Store Customer Segmentation** | [Link](#)

Segmented customers using K-Means and Hierarchical Clustering on KPI metrics, identified seasonal trends via EDA, and classified customer segments with the Elbow Method and dendrogram analysis, resulting in 3 distinct customer segments.

## COURSES & CERTIFICATIONS

[Data Analytics for Business](#) | [SQL for Data Science by University of California](#) | [Lean Six Sigma Green Belt](#)