

ASHWINI DESHMUKH

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SUMMARY

Data Analyst with expertise in data collection, analysis, storytelling, and visualization to drive measurable outcomes. Proficient in Python, SQL, Power BI, machine learning and statistical modeling, with experience in process optimization and databases. Experienced in collaborating across teams, translating data into business intelligence and presenting insights to non-technical audiences.

EDUCATION

University of Texas at Arlington

August 2023-May 2025

Master of Science in Information Systems

GPA:3.5

Coursework: Advanced Analytics, DBMS, Python Programming, Project Management, Data Warehousing, System Analysis, Data mining, MIT, Web & Social Analytics, Cloud Computing

University of Mumbai

July 2016-October 2020

Bachelor of Engineering, Electronics Engineering

GPA:3.3

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

WORK EXPERIENCE

Quantitative Risk Analyst Intern, Hilltop Securities

May 2024-July 2024

- Collected, aggregated, and analyzed data from Bloomberg Terminal and ERP systems, presented insights to stakeholders ensuring data accuracy, **contributing to 20% reduction in data manipulation time.**
- Developed a UiPath RPA solution for extracting and processing data for counterparty reports, **freeing up 10+ hours weekly and boosting reporting efficiency.**
- 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**, and providing actionable insights through dashboards and reports.
- Summarized P&L statements, extracted data for counterparties, researched industry-specific information to support strategic decision-making, and presented findings to management.

System Engineer, Saint-Gobain

April 2021-August 2023

- Implemented data validation protocols using SQL scripts and Power BI, which **reduced data discrepancies by 50% and conserved 10+ hours of weekly data maintenance task**, boosting data quality.
- Designed dashboards and reports for user management using Power BI and Power Apps to align with KPIs, enabling teams to track objectives and key results (OKRs), increasing visibility into project milestones and enhanced collaboration.
- Leveraged Power BI to identify active users and unused assets for a portfolio of 5,000+ assets, **mitigating data errors by 40%, and improving operational efficiency by 25%.**
- 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+ laptops and desktops.
- Built and maintained data pipelines for timesheet visualization using Excel, Python, Power BI, and PowerShell, optimizing data for accuracy, time tracking and reporting, **driving a 30% increase in resource utilization and saving 10 hours weekly.**
- Verified and managed 40,000 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** and trained team members on data workflows and created documentation to improve user adoption and cross-functional collaboration.

SKILLS

Data Analysis & Science: ETL/ELT, Data Mining, Data Cleaning, Data Modeling, Exploratory Data Analysis (EDA), Machine Learning

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

Data Visualization: Power BI, Tableau, Power Apps, Power Automate, DAX, Google Analytics, QlikView, Google Data Studio

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 ([Github](#))

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 ([Github](#))

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 ([Github](#))

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 by University of Colorado Boulder](#)

[SQL for Data Science by University of California](#)

[Lean Six Sigma Green Belt](#)