

Summary

Business Analytics graduate student with 2+ years of experience in business strategy, market research, and data analysis. Skilled in requirements gathering, cross-functional collaboration, and transforming insights into actionable solutions. Seeking a full-time Business Analyst role to advance data-driven decision-making.

Skills

- Technical Proficiency:** Python, R, SQL, Power BI, Tableau, Alteryx, JIRA, Microsoft Suite (Excel, PowerPoint, Word), Canva
- Business Strategy & Intelligence:** Market sizing and segmentation (TAM, SAM, SOM), go-to-market strategy, industry analysis, SWOT analysis, competitive intelligence, KPI tracking, report writing, strategic business planning, requirements gathering, process improvement, business process modeling
- Data & Statistical Analytics:** Data mining, database management, data visualization, predictive modeling, econometrics (regression), hypothesis testing, financial forecasting, performance metrics, systems analysis
- Core Competencies:** Analytical thinking, problem solving, communication, stakeholder management, cross-functional collaboration, project management, adaptability, attention to detail

Professional Experience

Teaching Assistant

NORTHEASTERN UNIVERSITY – Boston, MA

September 2025 – Present

- Designed and delivered hands-on technical workshop curriculum for 120+ students, translating complex technical concepts into accessible learning materials using hands-on Excel and SQL exercises
- Streamlined grading processes and content creation workflows across two courses, reducing assessment turnaround time by 30% through systematic evaluation criteria

Market Intelligence Intern

ARBOR DAY FOUNDATION – Lincoln, NE

June 2025 – August 2025

- Conducted comprehensive market research and data analysis using Python and Excel on sustainability-focused B2B products to uncover growth opportunities and provide actionable recommendations for pricing and strategy
- Collaborated cross-functionally with business and technical teams to translate data-driven findings into impactful business strategies, led 18+ AI-driven experiments to improve process efficiency, visibility, and competitive positioning
- Developed 15+ dynamic Power BI visualizations to communicate insights and support strategic decision-making for stakeholders

Business Analyst

SATSURE ANALYTICS – Bangalore, KA

June 2023 – March 2024

- Delivered data-driven business-strategy recommendations using Pandas for data processing and Tableau for visualization, resulting in a 20% increase in client acquisition
- Presented strategic insights on competitor positioning and business strategies, uncovering 6 new market opportunities and identifying 3 major competitive risks
- Partnered with stakeholders to translate insights into actionable growth initiatives, driving a 5% increase in market share

Market Research Analyst

KEN RESEARCH – Gurugram, HR

July 2022 – May 2023

- Developed and presented 20+ business analysis reports using Excel and PowerPoint, achieving 95% accuracy in trend analysis and supporting data-driven decision-making
- Challenged existing business models and delivered innovative, data-backed recommendations to optimize client strategies
- Collaborated with clients and internal teams to align project deliverables with business objectives and ensure successful outcomes

Projects

Amazon Review Analytics & Customer Insights for E-Commerce Client

DMSB AI STRATEGIC HUB, Northeastern University – Boston, MA

January 2025 – April 2025

- Conducted data analysis on Amazon customer reviews using Python & Excel, implementing A/B testing methodologies & sentiment analysis to identify top-performing products, emerging category trends that led strategic business decisions
- Delivered data-driven recommendations to optimize conversion rates and bundling strategies through regression analysis and web scraping techniques, resulting in enhanced customer shopping experience and improved business performance metrics

Education

Northeastern University, Boston, MA

December 2025

Master of Science in Business Analytics (GPA: 3.8/4)

Christ University, Bangalore, India

July 2022

Master of Arts in Applied Economics

University of Delhi, Delhi, India

July 2019

Bachelor of Arts in Economics