

Sonal Mahajan

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Profile

- Expertise in development and upgrading database systems and analytical techniques. Able to play a key role in analyzing problems and come up with creative solutions as well as producing methodologies and files for effective data management.
- SAS certified statistical Business Analyst (SAS 9) and Base SAS, SAS and OSU Data Mining certificate, also Advanced Embedded System Workshop (International Society of Automation) certification holder. Actively pursuing Google Analytics and Advanced SAS programmer certification.
- A quick learner who can absorb new ideas and can communicate clearly and effectively. Now looking for a suitable data analyst position with an ambitious company.

Education

Master of Science

Oklahoma State University, OK, USA

Focused area of study: Management Information System

Major: Electrical and Computer Engineering

Bachelor of Science

VESIT-Mumbai University, Mumbai, India

Instrumentation and Control Engineering

Relevant Coursework

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| • Database Marketing | • Data Mining and CRM applications |
| • Business Intelligence tools and techniques | • Advanced Data Mining |
| • Industrial Organization and Management | • Marketing Analytics |

Areas of Expertise

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| • SAS Enterprise Guide | • R | • Qlik Sense |
| • SAS Enterprise Miner | • SQL | • VBA |
| • IBM SPSS Modeler | • Python | • Microsoft Office |
| • IBM Cognos insight | • HTML | • C |
| • Tableau | • CSS | |
| • SAS JMP Pro 11 | • PHP | |
| • JAVA | • MATLAB | |

Academic Projects

ABC Foundation Donor Propensity Analysis

The goal of this project is to profile major gift donors and build predictive model of major gift profiles; also, score the prospects to identify potential donors.

- Data Consolidation and Data Audit: Descriptive analysis, Summary statistics, ANOVA, ttest, Chi-sq test, SAS/SQL procedures.
- Predictive Modeling & Scoring: Sampling, Data partition, Data transformation, Regression, Decision tree, ANN, Model Comparisons.
- Segmentation and Profiling - Major gift donors: Cluster Analysis, SOM/Kohonen network.

SAS Global Forum Analytic shootout 2015: "Power City" – A study in Energy Consumption and Renewable Energy Production

Power city's long term goal is to forecast hourly electrical energy production by wind and solar energy, and consumption by the entire city.

- Data Consolidation and Data Audit: Descriptive analysis, Summary statistics, ANOVA, ttest, Chi-sq test, SAS/SQL procedures.
- Predictive Modeling & Scoring: Sampling, Data partition, Variable reduction, Data transformation, Linear Regression, Decision tree, ANN, Model Comparisons, Time series forecasting.

Capital Bike Sharing Analysis and Prediction

The purpose of this project is to study historical bike renting and weather data so as to forecast the bike rental demand for future.

- Data Consolidation and Data Audit: Descriptive analysis, Summary statistics, ANOVA, ttest, Chi-sq test, SAS/SQL procedures.
- Predictive Modeling & Scoring: Sampling, Data partition, Variable reduction, Data transformation, Linear Regression, Decision tree, ANN, Model Comparisons, Time series forecasting. Cluster analysis and Association.

Independent Study on Text Analytics

- Data extraction, information organization and access: using Python and SAS Content Categorization.
- Descriptive and predictive analysis: SAS Sentiment Analysis Studio and SAS Text Miner.

Android application development for Smart home system using ECLIPSE

- Android user interface development using Eclipse IDE (JAVA).
- Collected data from the server and processed it to show the person's location in real time on a mobile device.
- The application helps the user to track the location of the person in real time.

Awards

- Honored by Government Polytechnic Mumbai for securing first rank in Diploma of Instrumentation Engineering, and awarded by scholarship
- Awarded by IET present around the world (PATW-2013) for the project of Industrial Oven using PLC and SCADA

Affiliations

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| • International Society of Automation (2010-2013) | • Assistant Event head in organizing Praxis (Aug-2011) |
| • Indian Student Association (2013-Present) | • Sports-In –Charge (College Council- 2011-2012) |

Work Experience

- Worked for Nyka Events as a part-time event coordinator for five years (June 2007-July 2013).
- Several seminars and events were held at different locations for various clients such as Volvo, Swiss bank etc. The job was to promote their products by effectively communicating to clients.
- Student Assistant at Oklahoma State University (June 2014-Present)

Languages

Fluent in written and Spoken: English, Marathi and Hindi.