

## EDUCATION

### NEW YORK UNIVERSITY, NEW YORK, NY

**JANUARY 2014**

Master of Science, Information Systems, **GPA: 3.61**

### UNIVERSITY OF MUMBAI, MUMBAI, INDIA

**JULY 2010**

Bachelor of Engineering, Information Technology

## EMPLOYMENT

### TECHNICAL ANALYST, ADRIANNA PAPELL, NEW YORK, NY

**APRIL 2014 - PRESENT**

- Gather requirements from Finance team, work with vendors to design and map data from existing Accounting and ERP system to be integrated with Sysphera – planning and budgeting tool for use in financial budgeting and sales forecasting
- Develop and create queries, custom integrations package using SQL server and SSIS to extract, transform and load data from BlueCherry ERP database and Adrianna Papell customers into Buyer's Toolbox - merchandise planning system
- Design and build ad-hoc reports and dashboards in MicroStrategy and using SQL tools to support Finance, IT and business
- Review and analyze data, processes, and systems for validity and quality; also to identify key data points for business performance indicators

### GLOBAL E-COMMERCE ANALYST INTERN, ELIZABETH ARDEN, NEW YORK, NY

**JUNE 2013 – AUGUST 2013**

- Mined unique customer data to determine key performance indicators & patterns such as user acquisition channel, average frequency of purchase, average order value
- Analyzed sales data to determine the top selling products, average order value per conversion
- Determined variances on customer data; grouping them by product, category & price point
- Provided actionable insights to improve the marketing strategy & promotions to existing & new customers

## AREAS OF EXPERTISE

<b>SKILLS</b>	: Data mining, Business Intelligence, SDLC, Data analytics, Database design
<b>PROGRAMMING LANGUAGES</b>	: C, C++, Python, SQL
<b>TOOLS</b>	: Microsoft SQL Server, SSIS, BlueCherry ERP, BlueCherry Business Intelligence, Sysphera, MicroStrategy, Buyer's Toolbox, Weka

## ACADEMIC PROJECTS

### PERSONALIZE EXPEDIA HOTEL SEARCHES

**SEPTEMBER 2013 – DECEMBER 2013**

- Analyzed historical data to determine the most informative attributes that influence the user's final purchase decision
- Ranked the hotels in the context of user query so that the likelihood of hotel purchase increases

### INFANT MORTALITY ANALYSIS

**SEPTEMBER 2012 – DECEMBER 2012**

- Developed a predictive model using Python for the statistical analysis of the birth/death data of infants
- Analyzed potential causes of infant death & correlation with gestation period, prenatal care & birth weight

### NATION EQUITY RESEARCH SURVEY

**SEPTEMBER 2012 – DECEMBER 2012**

- Identified key socio-economic factors influencing countries' public opinion using regression based models
- Analyzed association between countries' business & cultural potential with overall opinion using SPSS

### INSURANCE PORTAL – ENTERPRISE DATA MANAGEMENT

**JANUARY 2012 - MAY 2012**

- Developed a website to provide life insurance policy info to new/existing customers of insurance company
- Optimized the conceptual and physical schema & validated it with key business use cases

## LEADERSHIP & EXTRA CURRICULAR

- Student Member, NYU Masters Association for Computer Science
- Head Coordinator, Inter-Collegiate Event Management team

**AUGUST 2012 – DECEMBER 2013**

**MARCH 2009**