

## Gauri Lad

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### EDUCATION

<b>Weatherhead School of Management, Case Western Reserve University</b> , Cleveland, OH, USA	05/2024
Master of Finance, Financial Big Data Analytics	
<b>Jamnalal Bajaj Institute of Management, Mumbai University</b> , Mumbai, MH, India	05/2016
Master of Financial Management, Finance	

### EXPERIENCE

<b>SAS Accounting Services</b> , Cleveland, OH, USA	01/2024 – Present
<b>Tax &amp; Accounting</b>	
<ul style="list-style-type: none"><li>Conducted detailed financial data assessments for 20 companies (S-corp, C-corp, and trusts), including income statements, expense reports, and balance sheets.</li><li>Processed over 300 individual tax returns using CCH software, ensuring compliance with tax regulations and accuracy of financial data.</li></ul>	
<b>eBrandz</b> , Mumbai, MH, India	08/2018 – 07/2022
<b>Financial Analyst</b>	
<ul style="list-style-type: none"><li>Developed and updated profitability and budget forecasts to support senior leadership, enhancing decision-making and strategic planning.</li><li>Prepared financial reports and presentations, including budget forecasts, variance analysis, and financial modeling for senior management.</li><li>Managed daily cash positions, performed monthly budget versus variance analysis, and prepared borrowing requests to ensure liquidity and financial accuracy.</li></ul>	
<b>Major Brands India Pvt Ltd</b> , Mumbai, MH, India	04/2014 – 07/2018
<b>Accountant</b>	
<ul style="list-style-type: none"><li>Led to maintain monthly utility bills payments and sustaining process over 48 months for company.</li><li>Prepared journal entries, ensuring accurate expense reporting. Reviewed month-end results and assisted in monthly variance analysis reporting.</li></ul>	

### ACADEMIC PROJECTS

#### Application in Financial Big Data

- Evaluated the impact of retail investment data on equity returns by analyzing 10 years of ISEE Index data. Developed a predictive model using Python and regression analysis, concluding that the ISEE (Call/Put) Ratio alone cannot reliably predict equity returns.

#### Corporate Financial Modeling

- Analyzed and forecasted Microsoft's financial performance using historical data, DCF analysis, and comparable company analysis. Assessed financial health, growth potential, and intrinsic stock value to support informed investment decisions.

### INDIVIDUAL PROJECTS

#### Credit Risk Analysis

- Developed a Tableau dashboard to visualize and analyze key parameters affecting credit risk, enabling enhanced decision-making by identifying patterns and trends in the data.

#### Credit Risk Modeling

- Built a predictive model using Python statistic and machine learning techniques, including linear regression, Decision Tree algorithms, to assess credit risk and support data-driven decision-making for financial institutions.

#### Financial Analysis (Microsoft Corporation)

- Conducted a comprehensive financial analysis of Microsoft Corporation using advanced Excel techniques, evaluating financial health, stock trends, and key performance indicators to inform investment decisions.

### TECHNICAL SKILLS

- Programming Languages:** Python, SAS
- Data Analysis and Visualization:** Pandas, Numpy, Scikit-Learn, Matplotlib, Seaborn, Power BI, Tableau
- Databases and tools:** Bloomberg, Yahoo Finance, Excel, Jupyter Notebook
- Relevant Skills:** Analytical Thinking, Business Intelligence, Data Modeling, Data visualization, Data and Trend Analysis, Attention to Detail, Collaboration, Data Management, Data Mining, Technical Documentation, Consulting, Presentation Skills, Problem Solving, Risk Management, Stakeholder Management