

# KIRTI KANKARIA

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## Objective

Data-driven analytics professional with expertise in predictive modeling, A/B testing, and statistical inference. Proven track record of leveraging machine learning to improve business performance. Passionate about transforming complex data into actionable insights for enhanced decision-making.

## Skills

- **Software:** MS Office, Visual Studio, Colab Notebook, Simio, MS Access, MS Excel
- **Data Processing:** ETL, data wrangling, transforming raw data into actionable insights
- **Methodologies:** SDLC, Agile/Scrum
- **Analytical Techniques:** Cost/Benefit Analysis, Risk Analysis
- **Programming:** SQL, Python (Pandas, NumPy, Scikit-learn), R
- **Machine Learning Models**
- **Data Visualization:** Tableau/Power BI, Matplotlib, Seaborn
- **Tools & Frameworks:** Jupyter Notebook, TensorFlow, Keras, Excel Solver

## Experience

**Summer Instructor & Academic Mentor** May 2024 - Current  
*Project Upward Bound, Oakland University - Rochester, MI*

- Created and taught comprehensive technical curriculum in SQL, Python, and web development, resulting in 90% of students successfully completing capstone projects
- Pioneered game development workshops using MakeCode Arcade, achieving 95% student engagement and introducing core programming concepts through hands-on projects
- Mentored 30+ students through real-world programming projects, with 85% successfully deploying their first web applications

**Digital Advancement Ambassador** Aug 2024 - Dec 2024  
*Oakland University - Rochester, MI*

- Drove 20% increase in student engagement through data-driven outreach strategies and automated tracking systems
- Established partnerships with 10+ student organizations, resulting in 30% higher digital engagement rates
- Implemented targeted social media campaigns that achieved 45% higher click-through rates compared to previous initiatives

**Business Analyst** Mar 2021 - Mar 2023  
*KUV Investment Pvt. Ltd.*

- Leveraged SQL and Python to analyze market trends, driving 15% revenue growth through optimized investment decisions
- Created machine learning models for market prediction with 90% accuracy, enhancing risk management strategies
- Improved portfolio performance by 10% through systematic A/B testing of investment strategies.

## Education

**Master of Science in Business Analytics** August 2023 - May 2025  
*Oakland University - Rochester, MI, USA*

- Key Projects:
- **Amusement Park Optimization:** Reduced wait times by 20% using Simio simulation modeling and queue optimization algorithms
  - **Machine Learning for Maintenance:** Developed predictive model achieving 95% accuracy, cutting equipment downtime by 15%
  - **Economic Forecasting:** Built ARIMA and regression models to predict US GDP with 92% accuracy
  - **Automated Loan Approval System:** Created ML model that increased processing efficiency by 25% while maintaining risk thresholds

**Bachelor of Science, Business Administration** May 2022  
*Deogiri College - Aurangabad, MH, India*

- Featured Project:
- **E-commerce Strategy Analysis:** Conducted comprehensive study of Nykaa's omnichannel transformation, presenting findings to faculty panel