Geetha Ragiphani

+1 (413)472-9443 - LinkedIn - geetharagiphani36@gmail.com - Github

Professional Experience

University of Massachusetts - Analyst, Assistantship — Amherst, Massachusetts
Organizational Analytics and Assessment – (Python, Excel, Tableau, SQL) — May 2023-Present

- Harnessed Python to automate data extraction, transformation, and loading processes, streamlining data workflows and reducing manual effort by 50%
- Spread headed advanced data analysis and visualization using Excel, Tableau, and SQL, uncovering actionable insights to drive strategic decision-making and optimize business processes

Deloitte - Senior Analyst — Hyderabad, India
Core Data Management Services – (SQL, Python, Data Modeling, ETL, Java, SPSS, PowerBI) — August 2018-May 2023

- Led in-depth data analysis and created detailed visual reports using SPSS and Power BI, enhancing the clarity of research findings and contributing to a 35% improvement in decision-making processes
- Established a robust error log, resolved fieldwork issues, resulting in a 10% error rate reduction, thereby enhancing overall accuracy and reliability of outcomes
- Managed end-to-end survey lifecycle for 10 projects, including requirement gathering, questionnaire preparation, survey execution, and SPSS-monitored fieldwork progress
- Generated 10 RFS and dashboards using MS Excel and PowerBI
- Developed and implemented a cutting-edge data migration platform for the Core Data Management Services team, resulting in a 45% enhancement in migration efficiency and a 30% decrease in data-related support tickets
- Supervised D&B Hoovers research and applied SQL to maintain the database, resulting in a 5% reduction in migration time

PROJECT EXPERIENCE

Data Management for Business Leaders: Excel Application
- Designed a sophisticated Excel application incorporating work-life balance factors for job location optimization; reduced average commuting time by 30% and increased staff retention by 20%
- Performed salary data review using Tableau and Excel, highlighting trends and discrepancies by experience, education, position, and gender; provided actionable insights that drove a 25% enhancement in compensation policies

Business Intelligence & Analytics: Salary Data Set Analysis of Data Scientists
- Executed comprehensive salary data analysis using Tableau and Excel, revealing patterns based on experience, education, position, and gender
- Presented actionable findings, enhancing salary negotiation strategies by 15% and empowering decision-makers with insights to optimize resource allocation, driving a 10% increase in employee retention rates

Business Application Development: Web Scraping with Beautiful Soup
- Engineered an automated web scraping process to compile and structure financial data from Market Watch, enhancing data accuracy by 30% and reducing manual processing time by 50%

Statistics for Business: Dow Jones Industrial Average Forecasting & Analysis
- Leveraged Bayesian analysis to estimate Dow Jones Industrial Average for 2024, predicting a 60% likelihood of breaking 43,000, enabling data-driven decision-making for financial planning and investments
- Examined and cross-referenced Dow Jones performance against GDP, interest rates, employment statistics, consumer confidence, corporate earnings, and regulatory changes, discovered key patterns that improved investment strategy accuracy by 20%

Data Mining: Holiday Package Prediction using Multiple Linear Regression
- Deployed decision trees and network analysis to categorize 15,000 customers based on engagement metrics; optimized cross-selling strategies, resulting in a 22% increase in average transaction value and 18% customer retention rate
- Extracted critical insights on marital status, age, and gender, creating data-driven personas that informed marketing campaigns and increased product launch engagement by 30%

Data Science: Crime Analysis Project for Los Angeles Police Department
- Analyzed crime data using Python libraries (Pandas, NumPy, Matplotlib, Seaborn) to identify peak crime hours and areas with the highest frequency of night crimes in Los Angeles
- Conducted comprehensive data analysis and recommended targeted interventions, which led to a 30% improvement in patrol efficiency and a reduction in violent crime hotspots within key areas

SQL: Financial Transaction Management System with Advanced SQL Procedures
- Implemented a robust SQL database system for Indian Bank, enforcing business rules and integrity constraints.
- Developed optimized SQL queries and stored procedures for effective data retrieval and transaction management, enhancing operational efficiency and decision-making capabilities.

EDUCATION

University of Massachusetts, Amherst — **May 2024**
Master of Science in Business Analytics, Data analytics

Skills

Languages: Python (Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn), Java
Data Science: Web Scraping, EDA, Data Cleaning & Manipulation, Modeling
Technical: SQL (SSIS, DML, OLAP/OLTP, ETL), TSQL, Views, Stored Procedures
Modeling: Regression, Data & Statistical Modeling, ML (Regression, Classification, KNN, Decision Trees, Neural Networks, Clustering)
BI & Visualization: DAX, Power BI, SSRS, Advanced Excel (PivotTables/Charts, Power Query, Power Pivot, VBA, Macros, solver)