

MANALI CHAVAJ

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EDUCATION

THE GEORGE WASHINGTON UNIVERSITY, School of Business

Washington, DC

Master of Science in Business Analytics

July 2024 – December 2025

Relevant Courses: Data Management for Analytics, Decision Models, Statistics for Analytics, Probability Models

PUNE UNIVERSITY

Pune, India

Bachelor of Engineering, Electronics & Telecommunication Engineering

June 2018 – May 2022

Relevant Courses: Data Structure and Algorithm, Object Oriented Programming, Digital Communication

PROFESSIONAL EXPERIENCE

SOFTWARE ENGINEER

June 2022 – January 2024

PERSISTENT SYSTEMS - Pune, India

- Engineered and integrated **advanced Salesforce features**, including custom objects and triggers, resulting in a **20% improvement** in platform functionality and overall system performance.
- Developed and implemented **customized Salesforce solutions** using Apex, Visualforce, and Lightning Components, leading to a **15% increase** in user adoption and operational efficiency.
- Enhanced **data analytics** by creating insightful reports and dashboards, driving strategic decision-making and improving reporting accuracy.
- Optimized Salesforce configurations**, workflows, and approval processes, automating tasks to improve efficiency by **25%** and consistency.

INTERN

December 2021 - June 2022

PERSISTENT SYSTEMS - Pune, India

- Gained in-depth knowledge of Salesforce **application design, coding, and implementation** through hands-on projects.
- Contributed to the creation of **tailored Salesforce solutions**, enhancing platform functionality and supporting business needs.
- Assisted with Salesforce **database operations**, including data import/export, data cleansing, and ensuring data integrity, which improved overall database performance and reliability.

BUSINESS OPERATIONS DIRECTOR

January 2021 - June 2024

MASS INDUSTRIES - Pune, India

- Directed and optimized **financial management**, including budgeting, forecasting, and reporting, resulting in improved financial accuracy and alignment with strategic objectives.
- Strategically allocated resources to project sites, enhancing **operational efficiency** and increasing project success rates.
- Supervised daily operations and managed the performance of a team of **14 employees**, promoting a productive work environment and achieving a notable increase in productivity and employee satisfaction.
- Developed advanced **management and leadership skills**, fostering a culture of responsibility and integrity.

TECHNICAL SKILLS & CERTIFICATIONS

Programming: Python, R, SQL, Apex (Salesforce programming language), HTML, CSS

Databases and Framework: MySQL Workbench, MongoDB

Visualization: Power BI, Tableau, Advanced Excel, Google Analytics

Tools: JIRA, Google Sheets, MS Office, AWS, Git, Visual Studio Code

Other Skills: Problem-Solving, Analytical Thinking, Data-Driven Decision Making, Project Management

Certifications: Salesforce Certified Administrator, Salesforce Associate, Salesforce Platform Developer I, Ask Questions to Make Data-Driven Decisions (Coursera), Foundations: Data Everywhere (Coursera), Programming for Everybody (Coursera)

PROJECTS

HOTEL DATA ANALYTICS USING PYTHON

June 2024 - July 2024

- Conducted comprehensive data exploration and transformation on hotel booking datasets using Python, uncovering key insights that influenced pricing strategies and contributed to a projected 20% increase in reservations.
- Generated actionable business insights by analyzing key customer segments and booking patterns, driving targeted strategies for improved business performance.

HR ANALYTICS DASHBOARD USING TABLEAU

Jan 2024 - Feb 2024

- Developed and implemented a comprehensive HR analytics dashboard in Tableau, utilizing data visualization techniques and conducting detailed analyses of attrition patterns by department, age group, gender, and educational background to identify trends and formulate actionable recommendations for improving employee retention.