

MANALI CHAVAJ

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EDUCATION

THE GEORGE WASHINGTON UNIVERSITY, School of Business

Masters in Business Analytics

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

Washington, DC

July 2024 – December 2025

PUNE UNIVERSITY

Bachelor of Engineering, Electronics & Telecommunication Engineering

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

Pune, India

June 2018 – May 2022

TECHNICAL SKILLS & CERTIFICATIONS

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

Databases and Framework: MySQL Workbench, MongoDB

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

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)

PROFESSIONAL EXPERIENCE

SOFTWARE ENGINEER

June 2022 – January 2024

PERSISTENT SYSTEMS

Pune, India

- Engineered and integrated advanced Salesforce features, including custom objects and triggers, driving a **20%** improvement in platform functionality and system performance, enhancing business operations.
- Developed and implemented tailored Salesforce solutions using Apex, Visualforce, and Lightning Components, resulting in a **15%** increase in user adoption, efficiency, and **business process** optimization.
- Enhanced **data analysis** by designing insightful reports and dashboards, enabling strategic decision-making and improving data accuracy for performance measurement.
- Streamlined workflows by **optimizing** Salesforce configurations, workflows, and approval processes, automating tasks to enhance operational efficiency by **25%** and ensure process consistency.

INTERN

December 2021 - June 2022

PERSISTENT SYSTEMS

Pune, India

- Gained expertise in Salesforce design and implementation, optimizing business processes and enhancing system functionality.
- Customized Salesforce solutions to meet business needs, improving efficiency and supporting **data-driven decisions**.
- Managed Salesforce database operations, ensuring **data integrity** and improving performance for accurate insights.

BUSINESS OPERATIONS DIRECTOR

January 2021 - June 2024

MASS INDUSTRIES

Pune, India

- Financial management including budgeting, forecasting, and reporting, ensuring financial accuracy and strategic alignment while incorporating **agile methodologies** for adaptability and **risk management**.
- Resource allocation to project sites, enhancing operational efficiency and project success rates through effective sprint planning, backlog prioritization, and **stakeholder communication**.
- Team management** of 14 employees, leveraging agile project management techniques to drive productivity, streamline workflows, and foster a culture of continuous improvement.

PROJECTS

HOTEL DATA ANALYTICS USING PYTHON

June 2024 - July 2024

- Performed **data exploration** and transformation on hotel booking datasets using **Python**, uncovering critical insights that influenced **pricing strategies**.
- Analyzed customer segments** and **booking patterns**, generating actionable **business insights** to drive targeted strategies and improve overall **business performance**.

HR ANALYTICS DASHBOARD USING TABLEAU

Jan 2024 - Feb 2024

- Developed and implemented an HR analytics dashboard in **Tableau**, applying **data visualization** techniques to **analyze** attrition patterns across departments, age groups, gender, and education levels, identifying key trends and providing actionable recommendations to enhance employee retention.