

# Manali Chaudhari

+1(315)952-3524 | [manalipc1011@gmail.com](mailto:manalipc1011@gmail.com) | [LinkedIn](#) | [Portfolio](#)

## EDUCATION

**Syracuse University**, School of Information Studies, Syracuse, NY

Aug 2023 - May 2025

Master of Science in Information Systems

GPA - 3.91/4

*Relevant Coursework:* Database Management, Data Analysis & Decision Making, Data Science

**SNDT Women's University**, Usha Mittal Institute of Technology, Mumbai, India

Aug 2019 - May 2023

Bachelor of Technology in Computer Science and Technology

GPA - 3.75/4

*Relevant Coursework:* Cloud Management, Business Analytics, Machine Learning, NLP, Mathematics & Statistics

## SKILLS/CERTIFICATIONS

**Programming Languages :** Python(Numpy, Pandas, Matplotlib, Scikit-learn, Seaborn), R, C, C++, Javascript, SQL, VBA

**Tools & Technologies :** Power BI, Tableau, AWS, Azure, Snowflake, MS Excel, MS Access, Power Apps, Google Cloud, Jira

**Technical Skills :** Data Warehouse, A/B testing, Time Series Analysis, Bayesian Inference, Regression Analysis

**Certifications :** MS Office Specialist Excel 2019 Associate, Become a PowerBI Specialist - LinkedIn Learning

## PROFESSIONAL EXPERIENCE

**Data Analyst | iConsult Collaborative**

Jan 2025 - Jun 2025

- Streamlined preprocessing pipelines using Python and data mining techniques to cleanse fragmented financial datasets across departments, improving planning and forecasting accuracy by 25% for strategic planning and revenue optimization
- Engineered unified data models from 5+ diverse sources and crafted interactive Power BI dashboards with embedded forecasting and predictive analytics, reducing reporting cycles by 30% while optimizing budgeting and revenue monitoring for stakeholders
- Implemented CI/CD pipeline for version-controlled Power BI dashboards in collaboration with business and technical teams, improving stakeholder transparency and reducing reporting inconsistencies by 40%.

**Data Analyst | TAM Media Research**

Jun 2024 - Aug 2024

- Built hashtag and keyword tracking using Python and Google API, reducing manual reporting effort by 80% and enabling faster, data-driven content performance analysis across digital platforms
- Designed a real-time data ingestion pipeline using Python and Google Cloud to process 1,000+ articles/month, integrating forecasting and predictive analytics to support campaign planning and reduce media strategy development time by 40%
- Delivered insights through Power BI dashboards, facilitating cross-functional collaboration, enhancing campaign reporting accuracy
- Collaborated with cross-functional teams to streamline recurring audit and compliance reporting processes, enhancing report accuracy, reducing manual intervention, and accelerating delivery timelines across marketing data workflows.

**Global Information Technology Intern | Colgate-Palmolive**

Jan 2023 - Jun 2023

- Executed 500+ regression tests using VBA and ALM, streamlining QA cycles, reducing release time by 20% across global systems
- Developed scripts for bug tracking and defect logging, enhancing defect visibility and reducing manual review time by 30%
- Authored standardized QA documentation, accelerating knowledge transfer and reducing onboarding time for new members by 25%

**Data Analyst | Webminix**

Nov 2021 - Dec 2022

- Led customer segmentation and cohort analysis using SQL and Python to identify behavioral trends, enabling data-driven campaign realignment that increased ROI by 25%
- Developed automated dashboards in Power BI and Google Data Studio by integrating cross-sector data sources (Google Analytics, Facebook Ads, CRM), enabling real-time business insights and reducing manual reporting effort by 80%
- Collaborated with product managers to analyze feature-level performance and deliver data-backed recommendations, resulting in a 10% increase in user engagement and more personalized customer experiences
- Leveraged Oracle database queries to extract structured marketing and CRM data, supporting KPI tracking and historical campaign comparison for marketing intelligence

## PROJECTS

**StockFlow: Kafka-Powered Market Stream**

Feb 2025 - Mar 2025

- Deployed a real-time stock market pipeline using Kafka on EC2 to stream 1,000+ records/sec for continuous, reliable ingestion
- Implemented orchestration storage in S3, cataloging via AWS Glue, and querying through Athena to achieve low-latency analytics
- Enhanced pipeline efficiency by integrating Kafka, Zookeeper, and AWS, improving availability and insight delivery by 60%

**Analysis of Crime Hotspots in LA**

Oct 2024 - Dec 2024

- Evaluated statistical, geospatial, and trend analysis on 100,000+ records of crime and tourism data using Python, Pandas, and GeoPandas to identify high-crime zones, informing law enforcement resource allocation and urban safety planning.
- Deployed end-to-end ETL pipelines for preprocessing, transformation, and feature engineering, increasing data accuracy by 90% and supporting predictive modeling and real-time reporting for cross-functional stakeholders.