Megh Dave
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Data Analytics professional with 4+ years of experience leveraging Python, SQL, Excel and BI tools to drive business growth through data-driven strategies. Seeking a challenging role to apply advanced data skills and business acumen.

Professional Experience

America's SBDC   **Oct 2022 – May 2024**
Data Analyst
- Led development of eCommerce platforms for 20+ small businesses, integrating payment gateways and shipping APIs, and conducting market analysis to optimize pricing strategies, increasing average monthly sales by 30%.
- Conducted A/B testing on landing pages and email campaigns for 25+ clients, resulting in a 33% increase in conversion rates and a 17% boost in email open rates.
- Implemented machine learning models (Logistic Regression, Random Forest XGBoost) to predict customer churn for 20+ B2C clients, achieving 78% accuracy and facilitating targeted retention campaigns that reduced churn by 26%.
- Analyzed CRM data using Python and Excel, revealing a 15% delay in new client onboarding, and used Tableau dashboards to facilitate process improvements, resulting in a 25% reduction in onboarding time.
- Utilized advanced Excel to conduct data extraction, validation, and analysis on 118 government-funded programs to identify areas of improvement in operations and funding, leading to the development of 26 new resources.

Hanee Group of Companies   **May 2020 - Aug 2022**
Hanee Flow Solutions
Co-Founder and Data Analytics Manager
- Co-Founded a manufacturing startup, scaling production from inception to 10,000 units annually within the first year.
- Built and led a team of 7 to identify and capitalize on new market opportunities utilizing targeted marketing and strategic sales initiatives, securing 20+ clients and driving a 35% increase in annual revenue.
- Developed and implemented a data-driven manufacturing optimization strategy using Python and Excel to track KPIs like throughput and yield, achieving a 15% reduction in operational costs through continuous process improvements.

Hanee Sales Agencies
Data Analyst (Marketing and Operations Team)
- Conducted statistical analysis of 5-year sales trends using Python and Tableau, identifying high-potential geographic segments and optimizing pricing strategies, resulting in a 5% increase in profit margins across all product lines.
- Collaborated with senior management to engineer data-backed sales strategies, leading to expansion into four new cities, acquisition of 10 major clients, and achieving a 25% year-over-year growth in annual revenue.
- Launched a customer segmentation initiative using K-means clustering algorithm, enabling personalized marketing campaigns that improved customer retention rates by 15% and increased average customer lifetime value by 22%.

Projects

Smart Diet Tracker: Leveraging AI for Nutritional Insights
- Engineered a Personal Nutrition Analyzer leveraging TensorFlow for image recognition, text conversion, and USDA API integration, achieving 90% manual logging reduction and 82% food classification accuracy.
- Facilitated dietary suggestions by implementing linear optimization models, and OpenAI for recommendation generation, enabling 1,000+ users to make health-conscious choices through Tableau dashboards.

Data-driven Optimization for Wine Quality and Revenue Growth
- Conducted data validation and cleaning on a 1,599-sample wine quality dataset using pandas for EDA, and presented regression analysis findings in comprehensive reports, achieving accurate forecasting (RMSE 0.65, MAPE 9.3%).
- Developed machine learning models (decision trees, random forest, boosting, KNN) in sci-kit-learn to categorize wine quality, achieving 86% accuracy in a multi-class problem and 91% in a binary classification setting.

Database Design and Management for an IoT Metering Company (SQL)
- Designed a normalized MySQL database schema (including ERD), enabling real-time utility tracking across 100+ communities to drive insights into consumption patterns. Enhanced database performance by 35% using SQL queries.

Skills & Certifications
- **Programming Languages:** Python, SQL, R, Java, Spark, Pig, Hive, JavaScript, SAS, MATLAB, C++
- **Tools and Software:** Tableau, AWS, Google BigQuery, Hadoop, Microsoft Azure, Advanced Excel, Google Analytics
- **Technical**: Data Cleaning and Validation, Data Visualization, Statistical Analysis, AI, Machine Learning, Data Modelling, ETL, Big Data, EDA, Automation, Marketing Analytics, Optimization, Time Series Analytics
- **Certifications**: AWS Cloud Practitioner, MySQL Essential Training, Tableau Dashboards, Python, C++

Education

California State University East Bay   **Aug 2022 - May 2024**
*Master of Science in Business Analytics (MSBA) | **GPA: 3.95***
Beta Gamma Sigma, Lifetime Member (2024) – International honor society recognizing top 1% business students
Graduate Research and Teaching Assistant, Department of Management
Relevant Coursework: Big Data, Data Warehousing, BI, Data Mining, Data Analytics, Database Mgmt, Machine Learning

NMIMS University   **Jul 2015 - May 2020**
Master of Business Administration (MBA) in Technology Management
Bachelor of Technology in Computer Science Engineering