

MOHIT PHULWANI

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Professional Summary

Data & Business Analyst with a multidisciplinary background in **Economics, Psychology, and Business Analytics**. Expert in bridging the gap between human behavior and technical execution through **SQL-driven ETL pipelines, predictive modeling, and behavioral insights**. Proven track record of **optimizing institutional workflows by 30%** and engineering **AI-driven decision tools** that simulate complex human and market scenarios.

Education

Sacred Heart University, Connecticut, United States

Master of Science – Business Analytics (GPA: 3.9)

Sep 2024 – Dec 2025

Relevant: Data Mining, Machine Learning, Predictive Modeling, SQL, Python, Data Visualization

University of Mumbai, Mumbai, India

Bachelor of Arts in Economics & Psychology (Double Major)

Jan 2021 – Feb 2024

Relevant: Behavioral Economics, Statistical Modeling, Cognitive Psychology, Econometrics.

Experience

Data Analyst, Graduate Assistant, Sacred Heart University, Fairfield, Connecticut

Oct 2024 – Dec 2025

- **Behavioral Sentiment Analysis:** Synthesized qualitative student feedback into quantitative metrics using **NLP in Python** to identify "social belonging" as a key retention driver; led to a **10% refinement** in orientation strategy.
- **Economic Forecasting & ROI:** Evaluated the financial impact of scholarship programs by modeling **"Price Sensitivity"** scenarios to optimize aid disbursement, ensuring a **higher ROI** on institutional spending.
- **Reporting Automation:** Spearheaded the development of **50+ SSRS reports** and dashboards, automating data retrieval to **reduce manual cycles by 30%** for NECHE accreditation.
- **Advanced Data Engineering:** Architected robust **T-SQL ETL pipelines** (CTEs, Stored Procedures) to harmonize 5+ years of disparate student data with **>99% accuracy** for federal compliance.
- **Stakeholder Liaison:** Acted as **primary technical liaison** for Finance and Admissions; translated ambiguous business objectives into technical specifications, **reducing ad-hoc revisions by 20%**.
- **Quality Governance:** Designed **Python validation scripts (Pandas)** to standardize **15,000+ raw records**, cutting data prep time for semesterly audits by **40%**.
- **Process Leadership:** Created comprehensive **data dictionaries** and workflow documentation that **reduced onboarding time** for new team members.

CONSULTING & RESEARCH PROJECTS

County Obesity Risk & Intervention System (C-ORIS) | Lead Researcher

- Engineered an **AI-driven tool** using **XGBoost and SHAP** to explain behavioral drivers of obesity; used **Monte Carlo simulations** of **10,000+ scenarios** to identify high-impact behavioral interventions.

Consumer Churn & Friction Analysis | Lead Analyst

- Built **hyperparameter-tuned classifiers** to score purchase likelihood, identifying "Wait Time" as a primary **psychological friction point**.
- **Impact:** Proposed service restructuring expected to drive a **20% increase in campaign ROI**.

Retail Strategy & Demand Forecasting | Analyst

- Analyzed 5 months of POS data to identify staffing inefficiencies; implemented a **dynamic pricing** and schedule optimization strategy that **reduced labor costs by 10%**.

Technical Skills

- **Analysis & Modeling:** SQL (T-SQL, MySQL), Python (Pandas, NumPy, Scikit-learn), R, XGBoost, SHAP, Econometrics, Behavioral Modeling.
- **BI & Visualization:** Power BI, Tableau, SSRS, Streamlit, Interactive Dashboard Design.
- **Data Engineering:** ETL Pipeline Design, Data Modeling, AWS (S3, Redshift), Data Validation & Governance.
- **Business Strategy:** Product Growth Analytics, KPI Definition, Stakeholder Management, Agile/Scrum.