**Niharika Ganji**

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**WORK EXPERIENCE**

**Toyota** July 2024 – Sept 2024

*Data Scientist Texas, USA*

* Leveraged **SalesForce** and **Power BI** to interpret data and develop analytical dashboards that report on 20+ key metrics & KPIs, driving strategic decisions aligned with business objectives and organizational needs.
* Utilized **Python** and **SQL** to conduct comprehensive data analysis extracting insights from large datasets and automate data processing tasks for creating visualizations to support data-driven decision-making.
* **Collaborated** with 5+ vendors and 4 internal teams to ensure accurate tracking and maintenance of consumer data for reporting, analytics, and archival purposes across the organization.
* Created detailed data mapping and technical documentation to facilitate seamless data integration, ensuring accuracy and consistency across databases and data warehouses.
* Demonstrated strong proficiency in **client management** and leadership skills to propose effective solutions for business challenges simplifying complex issues for clients and internal stakeholders.
* Improved project collaboration and tracking efficiency using **JIRA**, fostering cross-functional alignment across multiple projects and enhancing product development through **Agile** methodologies.

**Smart Charity** Mar 2024 – July 2024

*Data Scientist Indiana, USA*

* Engineered and gathered data from multiple sources into a data warehouse (**SalesForce**), generating actionable insights to optimize strategy and substantial business impact by 20%.
* Achieved a 60% increase in customer acquisition for the product through data-driven analysis and reporting, leveraging **SQL** and **Tableau**.
* Utilized **Python** for data manipulation and analysis, automating repetitive tasks and enhancing data processing efficiency, which contributed to a more streamlined workflow and timely reporting of insights.
* Collaborated with **cross-functional teams** leveraging analytical insights and technical expertise to propose data-driven solutions for business challenges and enhance client satisfaction and project outcomes.

**Goodbody Research Center (IU)** Aug 2022 – Dec 2023

*Data Scientist Indiana, USA*

* Leveraged **SQL** for robust data management and validation of large datasets, analyzed user behavior to identify trends, support ad-hoc analyses, and achieve a 15% reduction in customer churn.
* Executed advancedstatistical modelling using **Python & R**, resulting in 30% increase in user engagement and a 15% rise in conversion rates, enhancing marketing strategy effectiveness across the organization.
* Developed interactive worksheets and visualizations using **Power BI** to communicate key insights to executives, contributing to a 20% improvement in strategic planning and operational efficiency across the organization.
* Integrated data from various sources into **SalesForce** data warehouse, streamlining data accessibility and enabling real-time analytics to support data-driven initiatives across the organization.
* Demonstrated ability to work independently in fast-paced environments while collaborating across teams, taking ownership of project outcomes, and effectively communicating with influencing **stakeholders**.
* Utilized SDLC and Agile methodologies to effectively manage and deliver complex data projects, ensuring iterative development, continuous improvement, and timely delivery of high-quality analytical solutions.

**RHI Magnesita** Mar 2020 – Aug 2022

*Data Scientist Hyderabad, India*

* Increased data tracking efficiency by 30% by identifying key data sources and implementing **Adobe Launch** and **Adobe Analytics** for real-time consumer behavior monitoring.
* Aggregated and optimizeddata storage in **MS** **SQL**, improving data quality and reliability while achieving a 40% reduction in data processing time and 99% data accuracy across structured datasets.
* Streamlined data pipelines & workflow documentation by automating data extraction, transformation, and loading **(ETL)** processes using **SalesForce**, resulting in a 25% faster report generation for business intelligence teams.
* Conducted advanced statistical modelingusing **Python/R** over Jupyter Notebooks and RStudio, supporting market entry into 3 new regions and contributing to a 25% increase in product segment growth.
* Created 20+ comprehensive reports on **key performance indicators (KPIs)** using **Excel** & **Power BI**, empowering business stakeholders and clients with strategic decision-making capabilities.
* Enhanced project tracking efficiency by 35% using **Azure** **DevOps** **(ADO),** improving cross-functional alignment across 4 product segments through Agile methodologies.
* **Collaborated** acrossteams (IT, Marketing, Sales) to ensure seamless data integration & timely project delivery, clearly communicating my analysis findings as business insights, fostering a data-driven organizational culture.

**EDUCATION**

**Master of Science, Data Science** 2023

*Indiana University Bloomington* *Indiana, USA*

**Bachelor of Technology, Engineering**2022

*Indian Institute of Technology Indore Madhya Pradesh, India*

**TECHNICAL SKILLS**

* **Programming Languages:** Python (Pandas, NumPy, SciPy, Sklearn, Matplotlib, Seaborn), R, SQL, T-SQL
* **Databases:** MySQL, MS Access, Microsoft SQL Server, PostgreSQL, MongoDB, Palantir, SalesForce
* **Data Visualization Tools:** Excel, Google Sheets, Tableau, Power BI, Big Query, Looker, Snowflake, Data Studio
* **Cloud Services:** Google Cloud, AWS S3, EC2, Azure, Git
* **Agile Methodologies/Tools:** Scrum, Kanban, SDLC, Azure Dev Ops, JIRA, CI/CD
* **Big Data Tools:** Informatica, Alteryx, Databricks, Hadoop, HDFS, Hive, PySpark
* **Other Technologies:** MS Office, Google Analytics, Aimbase CRM, SAP, AEM, SAS