

Nishant Iyer

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Data Analyst & Business Intelligence Strategist with 3+ years driving **\$1.3M+ cost savings** and **8% revenue growth** through predictive modeling (Python/SQL) and automated ETL pipelines (Azure, Spark). Skilled in Power BI dashboards, stakeholder collaboration, and process optimization for data-driven decision-making.

Education

Temple University, Fox School of Business, Philadelphia, PA

Expected May 2025

Master of Science, Business Analytics (STEM)

D.Y. Patil University, School of Biotechnology & Bioinformatics, Navi-Mumbai

Awarded Sept 2020

Integrated Master of Technology, Biotechnology

Professional Experience

Product Analytics Consultant | UNILEVER, Englewood Cliffs, NJ

Jul 2024 – Dec 2024

- Led cross-functional projects across finance and operations, reducing forecast-to-decision timelines by 50% (4 → 2 weeks) via Power BI dashboards aligned with 10+ stakeholders.
- Scaled predictive algorithms (LightGBM/SARIMA) achieving 95% precision, eliminating \$300K/month in operational waste and automating anomaly detection.
- Engineered Azure-based ETL pipelines with PySpark, improving anomaly detection accuracy by 90% and enabling real-time insights for a \$12B business unit.

Marketing Data Analyst | GROUPM WAVEMAKER INDIA, Mumbai, India

Jan 2022 – Jun 2023

- Optimized \$3M media budgets using SQL-driven segmentation and Markov Chain attribution, boosting ROAS by 22% and reducing CPA by 15% for CPG client.
- Built automated CLV models (Python/SQL) to refine retention campaigns, decreasing churn by 18% and increasing high-intent group purchases by 12%.
- Collaborated with cross-functional teams to deploy NLP-driven tools, identifying 15% untapped market segments and informing \$1.2M campaign strategies.

Media Operations Analyst | FIRST ECONOMY, Mumbai, India

Mar 2021 – Jan 2022

- Automated reporting in Google Data Studio, reducing manual errors by 70% and saving 40+ hours/month for 4 apparel brands.
- Led marketing campaigns for 3-4 apparel brands, optimizing ad budgets and media plans via Google and Meta Ads, doubling engagement and significantly boosting brand awareness.

Projects

NFL Betting Forecasting Model | Python

Nov 2024

- Predicted Vegas spreads at 84% accuracy using 43 years of NFL data (Random Forest), generating \$1K profit in simulated trading.
- Optimized models, increasing accuracy by 5.2%, generating a 27.45% win rate.

Heart Disease Prediction Modelling | Python

Jun 2024

- Analyzed 1,190 patient records, identifying key heart disease risk factors and enhancing data integrity.
- Developed XGBoost model, achieving 95% accuracy for improved risk evaluation.

Core Competencies

Programming & Analytics: Python (Pandas, NumPy), SQL, R, Apache Spark, Azure Data Lake

BI Tools: Power BI, Tableau, Google Data Studio, Looker

Machine Learning: XGBoost, LightGBM, Prophet, ARIMA, scikit-learn