Nishant Ganesh Iyer

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Data & Business Intelligence Strategist skilled in machine learning, SQL/Python ETL pipelines, and Power BI dashboards. Proven ability to translate data into insights, collaborating with cross-functional teams to deliver measurable business outcomes.

Education

Temple University, Fox School of Business, Philadelphia, PA   Expected May 2025
Master of Science, Business Analytics (STEM)
Relevant Coursework: *Visualization, ETL, Statistical Learning and Data Mining, Experiments: Knowledge Design (A/B Testing)*

D.Y. Patil University, School of Biotechnology & Bioinformatics, Navi-Mumbai   Awarded Sept 2020
Integrated Master of Technology, Biotechnology

Professional Experience

Data Analytics Consultant | TEMPLE UNIVERSITY, Philadelphia, PA   Jan 2024 – Present
- Developing Excel VBA scripts to streamline lead management workflows using agile methodologies, reducing data processing time by 30% (8+ hours/month) and integrating campus data into Tableau dashboards for stakeholder insights.
- Analyzed UI bottlenecks using Google Analytics and Hotjar, informing workflow redesigns in Destiny One CRM that improved user engagement by 20% and increased webpage conversion rates by 12% through A/B testing (Optimizely).
- Cleansed raw lead data with Python (Pandas) and programmed categorization using VBA, achieving 99% data accuracy (validated via error rate audits) for cross-departmental reporting.
- Built interactive dashboards to translate stakeholder needs into real-time enrollment trend insights, supporting resource allocation decisions with visualized KPIs.

Product Analytics Consultant | UNILEVER, Englewood Cliffs, NJ   Jul 2024 – Dec 2024
- Designed an Azure ETL pipeline (Data Lake, Databricks) with CI/CD automation to detect anomalies in 10–15M bi-weekly P&L records using Z-score and ML techniques, doubling anomaly detection accuracy and identifying $3M in cost-saving opportunities via Power BI dashboards.
- Improved Personal Care forecast accuracy from 85% to 97.4% by developing a machine learning model (XGBoost) integrating P&L & POS data, reducing refund volatility and enhancing vendor strategies with Power BI reports.
- Achieved 96% Week-1 forecast accuracy for Nutrition using ML-based trend analysis, cutting excess inventory costs by 25% and stockouts by 18% through Power BI insights.

Marketing Data Analyst | GROUPM WAVEMAKER INDIA, Mumbai, India   Jan 2022 – Jun 2023
- Optimized $3M cross-channel budgets for Colgate-Palmolive using SQL-driven media mix models and Markov Chain attribution, increasing ROAS by 22% and reducing CPA by 15% through strategic spend reallocation.
- Built automated Customer Lifetime Value (CLV) models in SQL to segment customers, driving retention campaigns that reduced churn by 18% and increased high-intent purchases by 12%.
- Forecasted FY24 media spend with 95% accuracy using historical trend analysis in SQL, enabling $1.5M in budget savings.
- Identified 15% untapped market potential through demographic analysis and stakeholder interviews, guiding a $1.2M Colgate-Palmolive campaign portfolio.

Media Operations Analyst | FIRST ECONOMY, Mumbai, India   Mar 2021 – Jan 2022
- Streamlined reporting with Google Data Studio, cutting errors by 70% and saving 40+ hours for 4 apparel brands.
- Managed marketing campaigns for 3-4 apparel brands, optimizing Google and Meta Ads budgets via Scrum workflows, doubling ad click-through rates and increasing brand visibility through targeted media plans.

Core Competencies: Python (Pandas, NumPy), SQL, Azure, Spark, Power BI, Tableau, Google Data Studio, XGBoost, scikit-learn