

# Nishant Ganesh Iyer

[nishant.ganesh@temple.edu](mailto:nishant.ganesh@temple.edu) | (445)-345-1759 | [LinkedIn](#)

Data & BI Strategist delivering \$1.3M+ savings and 8% revenue growth through ML predictive models and SQL/Python ETL pipelines. Built operational dashboards boosting efficiency by 25% via Power BI automation and cross-functional stakeholder alignment.

## 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

**Data Analytics Consultant** | TEMPLE UNIVERSITY, Philadelphia, PA

Jan 2024 – Present

- Led Agile sprints to construct lead management workflows by developing Excel VBA scripts, reducing data processing time by 30% (8+ hours/month) and dynamically categorizing campus-specific data into Tableau dashboards for stakeholder decision-making.
- Improved user engagement by 20% by identifying UI bottlenecks via Google Analytics and Hotjar, redesigning workflows in Destiny One CRM, and leading A/B testing (Optimizely) to optimize the TUCC webpage's conversion rate by 12%.
- Enhanced data accuracy and reporting by cleansing raw lead data with Python (Pandas) and automating campus-specific dataset categorization using VBA, achieving 99% data integrity for cross-departmental analytics.
- Drove data-driven enrollment strategies by translating stakeholder requirements into interactive dashboards and reports, enabling real-time insights into enrollment trends and resource allocation.

**Product Analytics Consultant** | UNILEVER, Englewood Cliffs, NJ

Jul 2024 – Dec 2024

- Engineered an Azure ETL pipeline (Data Lake, Databricks) with CI/CD automation to automate anomaly detection in 10–15M+ bi-weekly P&L records, leveraging Z-score, rolling averages, and ML to improve accuracy 2X and save \$3M via Power BI dashboards.
- Boosted Personal Care forecast accuracy to 97.4% (from 85%) using a machine learning model unifying P&L, POS, and vendor data, resolving refund volatility and enabling real-time vendor strategy updates via SQL/DAX-driven Power BI dashboards.
- Delivered 96% Week-1 forecast accuracy for Nutrition by applying ML to vendor sales cycles, reducing excess inventory costs by 25% through trend-weighted anomaly detection.
- Automated real-time vendor planning insights with Power BI, reducing stockouts by 18% via daily sales/inventory KPI tracking and seasonal trend analysis.

**Marketing Data Analyst** | GROUPEM WAVEMAKER INDIA, Mumbai, India

Jan 2022 – Jun 2023

- Optimized \$3M cross-channel budgets (traditional/digital/outdoor) for Colgate-Palmolive using SQL-driven media mix models, boosting ROAS 22% and reducing CPA 15% via Markov Chain attribution and spend reallocation.
- Automated CLV models (SQL) and led backlog refinement sessions to refine retention campaigns, reducing churn 18% and high-intent purchases 12% via segmentation.
- Forecasted annual media spend with 95% accuracy, enabling \$1.5M savings for FY24 planning using historical trends.
- Uncovered 15% untapped markets via stakeholder interviews/demographics, guiding a \$1.2M campaign for Colgate-Palmolive.

**Media Operations Analyst** | FIRST ECONOMY, Mumbai, India

Mar 2021 – Jan 2022

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

## 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