

# PREETISH PARIKH

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## EDUCATION

### University of California, Rady School of Management

San Diego, CA

Master of Science in Business Analytics

July 2024 - December 2025

- **Coursework:** Business Analytics in Marketing, Operations & Finance, Managerial Judgement & Decision Making, AI-assisted Customer Analytics, Business Analytics Consulting, New Product Development.

### Mumbai University, Shah and Anchor Kutchhi Engineering College

Mumbai, India

Bachelor of Technology in Information Technology with Distinction

August 2019 - May 2023

- **Coursework:** Entrepreneurship and E-business, Management Information Systems, Big Data Analytics, Project Management

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## WORK EXPERIENCE

### LUZO - Product Manager

Mumbai, IN

March 2023 – June 2024

- **Managed cross-functional teams** across marketing, operations, and business strategy, ensuring seamless project execution.
- **Optimized marketing initiatives**, increasing retention by 15% and reducing churn by 5% through data-driven engagement strategies.
- **Led targeted marketing campaigns**, driving 25% growth in audience engagement via segmentation and user insights.
- **Developed and maintained project documentation**, streamlining workflows and improving collaboration.
- **Facilitated meetings, status updates, and retrospectives**, ensuring alignment across teams.

### Growth School - Project Manager

Bangalore, IN

May 2022 - June 2022

- Enhanced marketing operations efficiency by 20%, reducing costs by 15% through process improvements.
- Analyzed campaign performance using Tableau and Excel, providing data-driven recommendations.
- Managed project timelines and deliverables, ensuring high-quality execution across marketing teams.

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## PROJECTS

### Supply Chain Data Integration and Pipeline Optimization

Sep 2024 - Sep 2024

- Built an automated ETL pipeline using **Python and Snowflake**, integrating **CSV, XML, and PostgreSQL data** to enhance **supply chain analytics and decision-making**.
- Enabled **data-driven product insights** by **streamlining data ingestion and transformation**, improving accessibility for cross-functional teams.

### Airline Ticket Pricing Analysis, Rady School of Management

Oct 2024 - Oct 2024

- **Optimized airline pricing strategy** by analyzing **ticket price fluctuations using Python and SQL**, uncovering key factors driving fare changes.
- **Enhanced pricing predictions** by implementing **regression models and trend analysis**, enabling data-driven fare adjustments and revenue optimization.
- **Developed an interactive pricing dashboard** to visualize **seasonality, demand trends, and competitor pricing**, improving strategic decision-making.

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## SKILLS

**Languages:** Python, SQL

**Analytical Tools:** Tableau, PowerBI, Google Analytics Excel

**Marketing & Strategy:** Marketing Analytics, Social Media Campaigns, Content Strategy, User Engagement, Growth Strategy, Market Research

**Soft Skills:** Communication, Stakeholder Management, Attention to Detail, Problem-Solving.