PALLAVI PAREEK

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PROFESSIONAL SUMMARY

Data Scientist with 3+ years of experience in descriptive analytics, prescriptive analytics, statistical analysis, and root cause analysis using SQL, Python (Pandas), and data visualization tools to support business decision-making. Proven expertise in hypothesis-driven analysis, forecast error investigation, and analytics pipeline development across large, multi-source datasets. Strong track record of delivering actionable insights, improving data accuracy, efficiency, and operational outcomes, and communicating results to senior leadership and business stakeholders. Hands-on experience with AWS, Azure, Power BI, Tableau, experimental analysis, ROI analysis, and data storytelling.

WORK EXPERIENCE

KLN Advisory Services LLC - *Data Scientist*   **Aug 2025 - Current**
- Conducted descriptive and prescriptive analytics on 5,000+ product and transaction records using SQL and Python (Pandas) to identify data errors, inconsistencies, and root causes, improving data accuracy to 97%
- Designed and optimized ETL pipelines and analytics workflows integrating QuickBooks, Clover POS, and ShipStation, reducing manual effort by 60% and improving decision reliability
- Applied hypothesis-driven analysis to evaluate data discrepancies across vendors and uncover drivers of reporting and forecasting errors
- Developed Power BI dashboards tracking 20+ KPIs across four business units, enabling leadership to monitor performance trends and operational risk
- Collaborated with business leaders and cross-functional stakeholders to translate requirements into actionable analytical solutions

UNT Libraries Administrative Office - *Data & Operations Analyst (Lead Admin Student Assistant)*   **Sep 2024 - Dec 2025**
- Performed statistical and operational analysis using SQL, Python, Power BI, and Tableau to support data-driven decision-making
- Engineered automated analytics pipelines enabling real-time dashboards and reporting, improving data accuracy by 95%
- Led root cause analysis of process inefficiencies using structured analytical approaches, resulting in 15+ hours/week of operational savings
- Designed executive-level dashboards and visual narratives to communicate insights to non-technical stakeholders
- Supported ROI analysis and performance measurement initiatives through structured data analysis and reporting

Airbus Group India Private Limited - *Associate Systems Engineer*   **Aug 2022 - Dec 2023**
- Analyzed large relational datasets supporting applications with 5,000+ users, identifying performance bottlenecks and root causes through SQL analysis
- Optimized SQL queries, indexing strategies, and stored procedures, improving system performance by 40%
- Monitored and analyzed operational metrics across 4+ production databases, maintaining 99.9% uptime
- Resolved 100+ ServiceNow incidents involving data integrity, availability, and performance through structured problem-solving
- Delivered data-backed recommendations to engineering and leadership teams to improve reliability and efficiency
- Developed SQL/PHP/JavaScript tools and dashboards to automate reporting processes and enable self-service data access for business stakeholders

SKILLS

Analytics & Statistics: Descriptive Analytics, Prescriptive Analytics, Statistical Analysis, Root Cause Analysis, Hypothesis Testing, Experimental Design, ROI Analysis, Forecast Error Analysis, Trend Analysis, Data Interpretation, Decision Support Analytics
Programming & Query Languages: SQL (Advanced), Python (Pandas, NumPy), PySpark, DAX, Power Query
Machine Learning & Advanced Analytics: Supervised & Unsupervised Learning, Regression Analysis, Classification Techniques, Clustering, Model Evaluation Metrics, Exploratory Modeling, Statistical Learning Concepts
Data Analysis & Modeling: Data Exploration (EDA), Feature Analysis, Data Transformation, Data Validation, Data Quality Management, Dimensional Modeling, Analytical Framework Design
Visualization & Data Storytelling: Power BI, Tableau, Excel (Advanced), KPI Dashboards, Reporting, Analytical Storytelling
Cloud & Platforms: AWS (S3, Redshift, Lambda), Microsoft Azure (Fundamentals), Google Cloud Platform (BigQuery), Snowflake
Tools & Technologies: Git/GitHub, Jira, ServiceNow, Power Automate, Linux, Jupyter Notebook, VS Code, MS Office Suite

EDUCATION

University of North Texas, TX   **Dec 2025**
Master of Science - Data Science (Mary D. Walsh Endowed Scholar)   *GPA: 4.0*
Relevant Coursework: Fundamentals of Data Analytics, Introduction to Big Data & Data Science, Data Visualization