PRATIBHA CHITTA
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PROFESSIONAL SUMMARY: Highly motivated Data/ Business Analyst with 3+ years of industry experience driving business decisions using Data Science, Data Mining, and Data Visualization tools and practices. Proven track record of visualizing data-driven insights to optimize business strategies. Proficient in eliciting requirements, analyzing complex datasets, developing actionable reports, and implementing innovative data visualization techniques. Committed at delivering impactful presentations, fostering cross-functional collaboration, and consistently exceeding organizational goals through data-backed decision-making. Adept in Data Remediation. Passionate about new and emerging technologies

TECHNICAL SKILLS

Certifications and licensing: AWS Data Analytics (AWS Academy Graduate), AWS Cloud Foundations (AWS Academy Graduate), SQL for Data Analysis (LinkedIn Learning)

Languages: Python (sci-kit learn, pandas, matplotlib, seaborn, PySpark, TensorFlow, Keras, PyTorch), MySQL, R, NoSQL, PostgreSQL

Tools/Technologies: Tableau, Power BI, SAS, QlikView/Qlik Sense, AWS, Azure, Databricks, Hadoop, CRM, Atlassian, JIRA, HTML, CSS, JavaScript, Sharepoint, Confluence, Workday, ServiceNow, MS Office, MS visual studio, Google analytics, Chrome River, MongoDB

Frameworks: Git, Waterfall, Agile, Scrum, Kanban, Lean-Agile, Safe

Statistical Techniques: Exploratory analysis, Predictive modeling (Neural Networks (RNN, CNN), Decision trees, SVM, KNN, Boosting, Naive Bayes, PCS, Random forests), Logistic regression, Clustering, and Hypothesis testing)

Skills: Machine Learning, Data Manipulation & Visualization, Data Mining & Cleaning, Deep learning, Text mining, NLP, Big Data, Critical thinking, Collaboration, and Cross-functional team leadership

WORK EXPERIENCE

Data Science Intern | WISEcode, Chicago, IL   Jan 2023 – June 2023
- Conducted in-depth analysis of a vast consumer-packaged food database comprising over 1.6 million products, revealing key patterns and insights on food categories, and communicated the findings and actionable insights to both technical teams and food scientists to facilitate data-driven decision-making by employing data visualization techniques.
- Achieved implementation of advanced machine learning algorithms, specifically a Recurrent Neural Network, achieving an exceptional accuracy rate of 98% in identifying food categories.
- Spearheaded analysis to streamline data processing by identifying a minimal set of highly predictive features, resulting in an above the estimated 40% of reduction in data processing time.
- Successfully executed rigorous statistical experiments to evaluate the performance of the models, contributing to the continuous improvement of predictive models.
- Supervised project management tasks, including risk assessment by collaborating closely with cross-functional teams, including food scientists and domain experts, to ensure seamless integration.

BME Analyst | BME UIC, Chicago, IL   Jan 2022 – Dec 2022
- Managed escalated tickets with a focus on accuracy and prompt resolution, effectively addressing end-user concerns and maintaining a high level of customer satisfaction.
- Collaborated with faculty members to gather requirements and analyze financial data, providing valuable insights to inform budget allocation decisions.
- Played a pivotal role in conducting data-driven assessments of departmental processes, recommending and implementing enhancements that increased overall efficiency.
- Accurately validated & reconciled $90K of BME faculty expenses on Chrome River & TEM, resulting in improved accuracy of 95%.
- Initiated 20 dynamic web forms for the department using UI form builder, decreasing form development time by 20% and strengthened department website and updated pertinent data to optimize online presence, generating 10X website visit increases.

Data Visualization Analyst | Global Shala, Mumbai, India   Jan 2021 -Aug 2021
- Supervised a team of data analysts in strategically visualizing Facebook Ad campaigns using Tableau and Power BI, resulting in a 20% increase in conversion rates and an estimated $10K boost in Ad revenue.
- Collaborated with cross-functional teams to transform unstructured datasets into perceivable data and developed analysis services reporting models using Power BI, driving a 20% increase in actionable insights and empowering data-driven decision-making.
- Integrated Power BI visualization reports and KPI scorecards for 8 end-user customer risk teams, facilitating real-time monitoring of KPIs and enabling active collaboration with risk management team.
- Assisted the product support team in developing comprehensive dashboards utilizing Splunk Visualizer to monitor and analyze various critical metrics from log data and streamlined data visualization workflows, optimizing efficiency.

Digital Marketing Analyst | BookEventz, Mumbai, India   Dec 2018- Aug 2019
- Leveraged effective Search Engine Optimization strategies to successfully optimize and rank 25 web pages, leading to an 8% growth in organic search results compared to the previous year (2018)
- Collaborated with Tag Management Analyst to ensure high data quality using Google Analytics and Google Tag Manager.
- Coordinated with the web development team to implement website updates that resulted in a 30% increase in website conversion rates.
- Achieved custom dashboards using Google Analytics & Tableau to track KPIs, improving 30% web traffic in one fiscal quarter.
- Performed Keyword optimization by selecting unique Google AdWords for the validity of the Google Search Terms Report.

EDUCATION

Master of Science in Business Analytics, University of Illinois at Chicago, USA   2021 - 2023

Bachelor of Engineering in Computer Engineering, Vidyalankar Institute of Technology, India   2016 - 2020

INDEPENDENT PROJECTS

- **Sentiment-based Classification of Tweets** - Analyzed 15K tweets from the 2012 Presidential election debates, achieving 85% classification accuracy. Employed Naïve Bayes, Decision Trees, SVM, and KNN for sentiment analysis, yielding 92% F1 score & 80% recall. Utilized NLP-based preprocessing with NLTK libraries for effective sentiment classification.
- **Envoy Airlines Performance Analysis** - Analyzed Envoy Airlines' monthly KPIs against 14 competitors and industry averages, using Tableau for data-driven insights. Improved decision-making by 40% through intuitive dashboards, leading to a 19% increase in quality score by identifying strategic enhancements for the travel experience.
- **Data Analysis for Champo Carpets case study** - Led data remediation efforts on a massive 50GB dataset using RStudio, extracting valuable insights with a 95% accuracy rate by analyzing over 1,000 variables and establishing correlations. Executed exploratory data analysis and devised statistical models including decision trees, random forest, bagging, and k-means clustering, achieving an 82% accuracy.