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**EDUCATION****W. P. Carey School of Business at Arizona State University**, Tempe, AZ

May 2025

Masters of Science in Business Analytics

GPA: 3.94/4.0

- **Relevant Coursework:** Python Programming, SQL, Machine Learning, Statistics, Agile Methodologies

**Manipal Institute of Technology**, Manipal, India

July 2021

Bachelor of Technology in Instrumentation and Control Engineering

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**SKILLS****Programming & Tools:** Python, SQL (MySQL/MSSQL/TSQL), ETL, C++, HTML, Git, Linux, MS Azure, VBA, AWS SageMaker, Alteryx**Data Science & Analytics:** Machine Learning Algorithms, Data Visualization & Analysis, Statistical Analysis, Data Management, Power BI, Qlik, Tableau, Data Architecture, Power Query, Data Modeling, NLP, Deep Learning, TensorFlow, Keras**Productivity & Marketing:** MS Office (Advanced Excel, Word, PowerPoint), Digital Marketing, Google Ads, Budget Analysis, Task Management, Business Management, Outlook, KPI Measures

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**PROFESSIONAL EXPERIENCE****PhysicsWallah - Analyst | Gujarat, India**

March 2023 – November 2023

- Reduced operational reporting time by 60% and increased onboarding efficiency to 99% by developing Qlik and Google Sheets dashboards, directly enhancing data-driven decision-making
- Automated test seating processes using SQL and Excel, cutting manual effort from 4-5 hours to 15 minutes and boosting operational efficiency by 35%, contributing to optimized resource allocation
- Conducted root cause analysis on student performance and operational bottlenecks using SQL and Google Looker Studio, identifying key inefficiencies that resulted in a 20% increase in student engagement and a 15% improvement in academic outcomes
- Drove marketing sales data analysis, utilizing SQL and Power BI to clean and visualize data, generating reports that increased admission flow by 20% through targeted strategies based on key insights
- Designed and presented Qlik Sense dashboards, translating complex data into actionable insights that optimized operations and contributed to a 15% revenue increase
- Automated data extraction and transformation processes in SQL and Excel, reducing reporting errors by 25% and improving data accuracy

**Merkle Sokrati - Associate Business Analyst | Pune, India**

November 2021 – April 2022

- Developed and executed data-driven strategies for Google Ads campaigns, improving operational efficiency and enhancing client ROI by over 100% across multiple verticals, including BFSI and OTT
- Managed Google Ads media planning, conducting in-depth budget allocation analysis and optimizing campaign strategies, achieving a 30% reduction in cost per sale (CPS) for a key OTT client
- Spearheaded comprehensive data analysis and media planning, producing detailed reports that guided client strategies on a weekly, monthly, and quarterly basis
- Developed an automated reporting pipeline for campaign performance tracking, reducing manual effort by 30% and increasing decision-making speed by 20%
- Supported data-driven decision-making by developing and refining data models for budget allocation and performance optimization

**Istop.ai (IIT Kanpur) - Artificial Intelligence Intern | Remote, India**

June 2021 – August 2021

- Developed and optimized a CNN model for handwritten digit classification, achieving 98% accuracy. Improved performance by implementing data augmentation and hyper parameter tuning, reducing training time by 20%
- Built recognition of the object model using variety of neural network structures such as CNN on Cifar-10 Datasets to print predicted labels with respective objects. Iteratively improved performance by augmenting training data and adjusting model parameters
- Implementing a text classification model using TF-IDF and Passive Aggressive Classifier, processing and analyzing over 50,000 news articles to achieve over 99% accuracy in distinguishing between fake and genuine news

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**PROFESSIONAL ACHIEVEMENT****Top Performer, International Informatics Olympiad (2011)**

Scored 99.98 percentile in both Level 1 and Level 2 of the International Informatics Olympiad and advanced to Level 3, showcasing exceptional problem-solving and analytical skills in a globally recognized competition

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**PROJECT EXPERIENCE****Analysis of Uber's Operational Data**[Link](#)

- Developed complex SQL queries to analyze 20,000+ ride records, detecting 15% revenue leakage from fare discrepancies and incomplete payments
- Preprocessed and cleaned raw Uber data in Excel, handling missing values and duplicates to enhance data integrity before SQL-based analysis
- Optimized query performance by implementing indexing on payment methods and aggregating city-wise ride metrics, reducing execution time by 40%

**Customer Churn**[Link](#)

- Analyzed telecom customer churn data using Python, identifying key factors contributing to customer attrition
- Developed and implemented predictive models with over 90% accuracy, facilitating targeted retention strategies
- Enabled proactive customer retention strategies, potentially reducing churn by 20%, through model insights and targeted interventions

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**CERTIFICATIONS**

Data Science and AI – CODE, IIT Madras; IBM (Data Science Tools &amp; Methodology); University of Michigan (Python Programming &amp; Data Structures); Microsoft (Azure Cloud Services, Management Tools &amp; Security Solutions); University of Illinois: Digital Marketing Analytics