

# RIDHIMA SHINDE

(330) 617-2117 | shinderidhima23@gmail.com | linkedin.com/in/ridhima-shinde

---

## PROFILE

Data professional with 2 years of experience who loves to solve business problems with data-driven insights. Always looking for new challenges that would help me expand my knowledge and contribute to overall business development.

## PROFESSIONAL EXPERIENCE

### **Business Intelligence Analyst, Blackhawk Network**

Pleasanton, CA | Dec 2019 – Present

- Supporting the analytical needs of internal & business client team to roll-out a computer-vision and AI-based data acquisition software (Trax Retail) for specific 8 retail organizations in the North American region. Achieved a successful pilot launch and first phase of the roll-out with 2 retail organizations with over 350 retail store locations so far.
- Managing and preparing daily/ weekly/ monthly analytics reporting to drive the roll-out efficiently by consolidating the KPIs and metrics. Assisting Senior Reporting Analyst in ETL processes and building executive dashboards to aid data-informed decision making and business growth.
- Automated & streamlined data processes using Alteryx to reduce man-hours by 75% within 4 weeks of joining. Achieved 90% accuracy.

### **New Jersey Institute of Technology, Outreach Assistant for Women in Computing**

Newark, NJ | Sept 2018 – May 2019

- Organized and delivered coding workshops and encouraged young women to explore the field of Computer Science

### **New Jersey Institute of Technology, Data Analyst**

Newark, NJ | Sept 2018 – Dec 2018

- As a part of Capstone project, led a team of three to analyze historic data fetched from NYC Open Data and created predictive models using machine learning (Logistic Regression, Naïve Bayes and Decision Tree).
- Performed exploratory data analysis on 36 different attributes with over 6 million records to obtain correlations across multiple geographic and demographic factors. Results presented with various plots
- Utilized supervised learning algorithms and achieved an overall accuracy of 83% for predicting crimes

### **YAI, Inc., Data Analyst Intern**

New York City, NY | May 2018 – Aug 2018

- Provided recommendations to YAI stakeholders for establishing a person-centric unique identifier to function across the entire YAI technical ecosystem by analyzing production data
- Engineered the solution by mapping essential records in Salesforce CRM database with Alteryx Designer
- Systemized the data processing 15% faster than the existing process with custom workflows

### **MyTenant, Data Analyst**

Pune, India | Feb 2016 – Jan 2017

- Provided creative solutions for reporting and dissemination of data which helped to understand the weaker zones of the business and developed dashboards to project forecasted business needs. Reports influenced business decisions.

## PROJECTS

Sept 2018-Present

- **A/B Testing for 'Free Trials'**- Performed the testing to investigate which features contribute to enrollments with Udacity. Evaluated results to find that Page Views and Clicks should be focused on to secure more enrollments.
- **The Lahman Baseball Database**- Designed the database as per enterprise risk management practices on MS SQL Server. Performed query optimization to increase the database performance.

## TECHNICAL SKILLS

**Statistical Programming Languages:** Python, R

**Reporting and CRM Tools:** Tableau, Tableau Prep, Advanced Excel, Trax Retail, Natural Insight, QuickBase, Salesforce

**Data Mining Tools:** R Studio, Rapid Miner, JMP, Weka, MATLAB

**Other Tools:** Word, PowerPoint, Visio, Git/Github, SQL, Alteryx, SSMS, GCP BigQuery, AWS tools, SAP, Trello, Axure RP

**Experience with:** Scikit learn, Numpy, Pandas, Matplotlib, Plotly, Seaborn, Folium

## EDUCATION

### **Master of Science in Information Science, New Jersey Institute of Technology**

Newark, NJ | May 2019

Enterprise Database Management, Data Analytics, Data Mining, Web Mining, Transaction Mining and Fraud Detection, Information Systems Principles, System Analysis and Design, Business Process Innovation, A/B Testing, Google Analytics

## ACHIEVEMENTS

- President of Graduate Women in Computing Society (G-WICS) and E-board member of Association of Computing Machinery-Women (ACM-W) at NJIT. (Sept 2018- May 2019)
- Won ExxonMobil's data challenge at Hackers 2019 Hackathon, featured in Devpost's newsletter (Mar 2019)
- Awarded Data Science scholarships by Dataquest.io, Open Data Science Conference, Voice Summit AI