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Introduction

Analytics professional with expertise in Python, SQL, and machine learning, currently driving pharmaceutical data automation at Pfizer with **40%+ efficiency gains**. Experienced in end-to-end data pipeline development, predictive modeling, and business intelligence across healthcare and automotive sectors. Passionate about leveraging statistical analysis and data visualization to solve complex business problems and optimize operational performance

Technical Skills & Tools

SQL, Python, R, Tableau, Excel, SAS, NLP, Data Visualization, Statistical Analysis, Machine Learning, Predictive Modeling, Data Analysis

Work Experience

Analytics Developer Intern, Pfizer | Mumbai, India   **Jan'25 – Present**
- Built automated pharmaceutical data pipelines via **Python** integration of **SharePoint and Dataiku**, accelerating ETL processing across global markets and cutting data processing time by **40%**
- Implemented custom Python script **triggers** that compare **file content using hash values** to detect changes and **automatically trigger Dataiku flows** only when updates are found, optimizing data processing performance and avoiding redundant pipeline **runs** for large-scale pharmaceutical datasets
- Designed **timestamp-based file versioning system** with conditional logic to automate country-specific data ingestion, validation, and quality assurance for commercial analytics dashboards
- Delivered **51% reduction in data processing time across Emerging Markets (EM)** and **41% in International Developed Markets (IDM)** through pipeline automation and optimization
- Created **advanced Excel automation scripts** with dynamic data visualization elements and statistical mapping logic, reducing **report generation time** from **hours to minutes**
- Implemented **comprehensive Marketing Mix Modeling (MMM) framework** using **Ridge Regression**, **Ad stock transformations**, and **Diminishing Returns algorithms** to **measure marketing effectiveness** and **optimize ROI** across pharmaceutical campaigns

Product Analyst Intern, Spinny | Gurgaon, India   **May'24 – July'24**
Spinny is an Indian online platform focused on selling and buying pre-owned cars.
- Analyzed **L2–L3 customer journey conversions** using **Google Analytics** and **Trino Database**, identifying a **15% drop in conversions on weekends**, particularly **Sundays**, due to **browsing behavior** and **manual booking interventions**
- Investigated **inspection slot availability**, uncovering that **agent-led bookings bypassed system restrictions**, limiting availability for users and leading to **12%** longer wait times
- Performed **behavioral diagnostics** and **hypothesis testing** by combining data from **Google Analytics** with **SQL queries** in **Redash** and **Big Query**, validating root causes of weekend conversion gaps
- Proposed **automation of slot allocation** to reduce manual interference and **recommended user nudges** for weekday bookings, aiming to **even out demand** and enhance user experience
- **Created Tableau dashboard** to visualize **conversion flows**, **behavioral trends**, and **operational bottlenecks**, enabling real-time insights for business stakeholders

Academic Projects

Predictive Modeling of Loan Default   **Aug'23 – Nov'23**
- Designed a **supervised classification model** in **Python** to predict loan defaults based on features like **home ownership**, **education level**, and **marital status**
- Applied **Principal Component Analysis (PCA)** and **L1 regularization** to enhance **feature selection** and **model efficiency**
- Evaluated models including **Decision Tree**, **Random Forest**, and finalized **Logistic Regression** for its **interpretability** and **regulatory alignment**
- **Attained 89% model accuracy** and **93% F1 score**, improving from baseline of 60.44% accuracy and 60% F1 score

Pharma Success: Dashboard-Driven Strategy   **Nov'23**
- Built **interactive R Shiny dashboard** to analyze **pharmaceutical product sales** performance across 2022
- Tracked **57% sales increase** and optimized **resource allocation** using **demographic insights** and **data visualization**
- **Improved marketing strategy effectiveness** and **regional sales targeting** while reducing inventory stock shortages

Ad Campaign Analysis - CTR Dashboard & Insights   **Apr'24**
- Analyzed **5,000+ ad records** across multi-platform campaigns (Google, DV360, Facebook) to identify low CTR root causes and optimization opportunities
- Processed **35+ campaign variables** and discovered **mobile ads outperformed desktop** by **20%, evening slots (6-10 PM)** achieved **30-35% higher CTR**, and urban targeting drove superior engagement
- Recommended budget reallocation to high-performing keywords and developed Tkinter GUI for real-time campaign insights and trend visualization

Education

- Masters of Science in Statistics & Data Science, NMIMS, Mumbai (CGPA: 3.78/4)   **2023 - 25**
- Bachelors of Science in Statistics, St. Xavier's College (CGPA: 8.1/10)   **2020 - 23**

Certifications

- SAS Certified Specialist: Base SAS programming using SAS 9.4 | Link
- Statistical Analysis Using SAS | Link
- Basics of SQL by Hacker Rank | Link