

Riya Marwaha

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EDUCATION

University of Massachusetts Dartmouth

Master of Business Administration in Business Analytics | GPA: 3.81 |

Coursework: Business Analytics & Data Mining, Statistics, Data Visualization, Business Intelligence

Dec 2025

Dartmouth, MA

University of Delhi

Bachelor of Commerce in Accounting (Honors Course) | GPA: 3.8 |

Coursework: Financial Accounting, Managerial Accounting, Corporate Accounting

May 2023

Delhi, India

SKILLS

- **Programming & Analytics:** SQL, R, Data Mining, Predictive Modeling, Python
- **Visualization Tools:** Tableau, Tableau Prep Builder, Microsoft Excel (Advanced), Power BI
- **Automation & Data Tools:** VBA, Power Query, Power Pivot, Jupyter
- **Business Tools & Databases:** Microsoft Office Suite 365, Tally ERP, MySQL
- **Data Preparation & Feature Engineering:** Missing value imputation, outlier treatment, scaling, encoding, PCA, feature selection.

WORK EXPERIENCE

Charlton College of Business

Graduate Assistant

Jan 2025 – Present

Dartmouth, MA

- Conducted exploratory and trend analysis on 100+ academic articles using Excel and ML tools.
- Designed a PSALSAR-based framework to map 7 core QC/ML application areas, streamlining research prioritization.
- Built insight-driven reports and interactive dashboards using Tableau highlighting research gaps.

Academic Resource Center

Business Center Tutor

Sep 2024 – May 2025

Dartmouth, MA

- Mentored 50+ students in financial analysis, SQL querying and Excel modeling resulting in 15% improvement in performance.
- Created customized progress plans, resulting in a 90% retention rate among assigned students.

K.R. Company

Accounting Data Analyst Intern

May 2021 - Dec 2023

Delhi, India

- Analyzed \$1M+ transactions to identify cost overruns and revenue leakages.
- Enhanced monthly reporting accuracy by 20% with Tableau dashboards and SQL queries.
- Maintained data accuracy through data validation protocols in Excel and Tally, minimizing reporting discrepancies.
- Cut errors by 15% through structured QA processes, enabling faster closing cycles and audit readiness.

PROJECTS

Retail Fashion Boutique Analytics | SQL, R, Tableau, ML |

- Performed data cleaning, feature engineering, and SQL preprocessing on 2,176 retail transactions
- Designed Tableau KPI dashboards improving ROI by 12%, while excessive markdowns eroded profit margins.
- Built ML models (82% accuracy & 0.78 AUC), predicting product returns, identifying pricing anomalies, reduced return costs by 15%.

Fraud Transaction Detection | R Studio, Data mining, Predictive Modeling |

- Feature engineering, handling missing data, handling imbalanced datasets, checking correlations, feature selection.
- Performed cross-validation, compared the results given by different classification models.
- Achieved best performance with Random Forest, improving fraud detection accuracy by 96%.

Marketing Campaign Performance Analysis | Tableau and MS Excel |

- Built an **interactive Tableau dashboard** after cleaning and transforming data with Tableau Prep and Excel.
- Identified key **ROI drivers, customer satisfaction trends, and revenue patterns**.
- Delivered **data-driven recommendations** to optimize marketing strategies and budget allocation.