

# SAMARPAN BOTHRA

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## SUMMARY

Dynamic and results-oriented Business data Analyst with 3+ years in data-driven decision-making and process optimization. Skilled in data analytics, predictive modeling, and data visualization. Proven track record of enhancing operational efficiencies and driving strategic outcomes across sectors. Proficient in data visualization, machine learning, and business intelligence tools.

## EDUCATION

<b>Drexel University, Lebow College of Business.</b>	Philadelphia, PA
<i>Master of Science in Business Analytics 3.7/4.0</i>	Sept 2022 - Mar 2024
<b>Swati Jain Institute of Management, India</b>	Indore, INDIA
<i>Post Graduate Diploma in Computer Application</i>	Aug 2020 - Sept 2021
<b>Graduate School of Business, India</b>	Indore, INDIA
<i>Bachelor of Business Administration, Finance</i>	Apr 2017 - Jul 2020

## PROFESSIONAL EXPERIENCE

<b>Movius.ai, Alpharetta, USA – Business Analyst Intern</b>	Jun 2023- Sept 2023
<ul style="list-style-type: none"><li>Engineered Salesforce Dashboards for Large, Diverse Datasets linked from Cloud Data Storage, crafting SQL Scripts to Resolve Complex Business Challenges and driving a 10% enhancement in sales conversion rates.</li><li>Revamped and sustained data warehouse reporting and analytics tools, granting stakeholders access to real-time data insights. This initiative led to a 20% enhancement in team productivity and decision-making capabilities.</li><li>Collaborated with data scientists and IT engineers to deploy machine learning models, achieving a 30% increase in forecasting accuracy.</li><li>Executed process improvement initiatives that reduced operational costs by 15% through the application of Lean Six Sigma methodologies.</li><li>Implemented KPIs across departments, fostering a data-driven culture and increasing data utilization for decision-making by 20%.</li><li>Led A/B and Multivariate UAT testing initiatives, ensuring a 95% defect-free release rate and enhancing product performance.</li></ul>	
<b>Bhandari Agro Pvt Ltd, Indore, India – Business Data Analyst</b>	Jan 2019 - Jun 2022
<ul style="list-style-type: none"><li>Conducted sales analysis and provided data-driven insights to business leaders using SQL, resulting in a notable 10% increase in overall operational efficiency.</li><li>Pioneered project management activities and maintained the agile process through grooming sessions and daily stand-up, provided ad-hoc data analysis and User stories support to cross-functional teams improving team efficiency by 30%.</li><li>Automated tasks using VBA macros and VLOOKUP/XLOOKUP formulas including pivot tables resulting in a weekly time saving of 5 hours.</li><li>Orchestrated market analysis initiatives leveraging Power BI, uncovering growth opportunities and market trends that culminated in a 10% increase in market share; Communicated findings and recommendations to senior management, facilitating informed decision-making and strategic planning.</li></ul>	

## LEADERSHIP

<b>Starbucks, Drexel University</b>	PHILADELPHIA, PA
Head of Students Department	Sep 2022 – Mar 2024
<ul style="list-style-type: none"><li>Led catering events, ensured accurate financials, and enhanced customer satisfaction; awarded "Employee of the Month" for outstanding service and delivered exceptional customer service and optimized processes.</li></ul>	

## ACADEMIC PROJECTS

<b>Predictive Modelling, Pennsylvania Department of Transportation.</b>	Sept 2023 - Dec 2023
<ul style="list-style-type: none"><li>Innovated with the Pennsylvania Department of Transportation (PennDOT) to develop a predictive crash severity assessment tool, resulting in a 95% improvement in injury severity prediction accuracy.</li><li>Employed data-driven methodologies, including the Ordered Probit Model and Multinomial Logit (MNL) model, for 2018–2022, including data of 6,00,000 crash reports.</li></ul>	
<b>Bank Saver Model, Savings Account Acquisition.</b>	Jun 2023 - Aug 2023
<ul style="list-style-type: none"><li>Created a predictive model for a bank's marketing campaign, boosting savings account acquisitions by 60% and ROI by 45%.</li><li>Leveraged Power BI to convert data insights into actionable results, improving operational efficiency by 25%.</li></ul>	

## SKILLS

<b>Tools:</b>	SQL, Power BI (DAX, Power query), Tableau, SAP Analytics, Jira, Google Sheets, GitHub, Visio, Microsoft Office Suite, Salesforce Analytics Cloud, Google Analytics, Google Big Query, BI (DOMO, Looker)
<b>Analysis:</b>	Data Analysis, Data manipulation, Budgeting, Forecasting, Financial Modeling, Statistical Analysis
<b>Technical Skills:</b>	Python, R, Machine Learning, JavaScript, Red Hat Linux, HTML, Hadoop, Apache Spark, MATLAB
<b>Certifications:</b>	Lean Six Sigma, Cleaning Data in R, Data visualization in Tableau, SQL for Business Analysis