Sania Fatima

Kent, OH   📞 (330)554-5918   ✉ sfatima3@kent.edu   in bit.ly/in-sania-fatima   ○ github.com/Sania3fat

Objective

Detail-oriented recent graduate with a Master's in Business Analytics seeking an entry-level Data Analyst/Business Analyst position to leverage strong analytical skills and academic experience in SQL, R, Python, and visualization tools (Tableau, Power BI). Demonstrated ability to translate data into actionable insights through university projects and internships. Eager to contribute to data-driven decision making while growing professionally in an analytical role.

Experience

Data Analyst / Research Associate   January 2024 – Ongoing
Kent State University   *Kent, OH*
- **Revenue Prediction**
  * Developed and implemented predictive models to forecast university revenue and enrollment trends using historical financial data and demographic analysis. Identified significant implications for university budgeting, tuition adjustments, and student recruitment strategies.
  * Enhanced admission strategies using data from Institutional Research and Enrollment Management to optimize student recruitment and retention. Predicted Fall 2024 enrollment of 29,857. Insights included a 5% increase in retention and a 7% rise in admissions.
  * Created dashboards using Power BI to visualize enrollment trends and inform decision making.
- **Sales and Pricing Model**
  * Created a dashboard using Tableau for Kent Natural Food Cooperative using Tableau that provided insights on top sellers and slow-moving items, leading to inventory cost savings, improved sales predictions, and strategic enhancements.
  * Optimized inventory turn-over and holding costs for energy-efficient product placement for beverages in coolers.
  * Achieved a profit of $16,279.88 in Packaged Goods through improved predictive algorithms for sales demand and inventory management.
  * Commended by the KNFC board, and received excellent feedback for timely completion, clear presentation, engaging storytelling, and effective analysis.
  * Demonstrated strong skills in translating complex data into user-friendly reports.
- **Community Asset Framework**
  * Developing a real-time community asset framework that displays indicators of Economy, Sustainability, and Health for each county and state in the US.
  * Implementing data cleaning protocols and database optimization through Python and SQL, and automated data pipelines for processing government and non-profit agency data through web scrapping and APIs, ensuring data quality and integrity.

Graduate Assistant   January 2024 – Ongoing
Kent State University   *Kent, OH*
- Developed course materials and presentations for graduate analytics classes.
- Mentored undergraduates and engaged in research projects.
- Contributed to curriculum development for Fall 2024 graduate analytics classes.

Research Assistant Intern   February 2024 – May 2024
Trailhead Biosystems Inc.   *Beachwood, Ohio*
- Analyzed market opportunities for Trailhead Biosystems, identifying key growth sectors such as Drug Discovery, Drug Toxicology, Cell-Based Therapies, 3D Bioprinting, and Organ-on-Chip.
- Achieved an 85% success rate in securing investments, significantly contributing to the firm's financial growth and research capabilities.
- Prioritized investment opportunities based on financial capacity and strategic alignment.
- Utilized advanced analytics tools, web scraping, and Salesforce to gather, cleanse, aggregate, and analyze data, leading to accurate investor insights and industry trends.
- Created dashboards using Power BI to visualize financial growth and track investor commitments.

Product Analyst Intern   July 2023
Raymond Ltd.   *Telangana, India*
- Extracted insights using descriptive analytics.
- Enabled data-driven decisions that led to strong customer recommendations for increased material production.

Business Analyst and Trainee Intern   January 2023 – May 2023
Invesco Pvt Ltd.   *Telangana, India*
- Acquired technical expertise in programming languages and data wrangling.
- Specialized in descriptive, predictive and prescriptive analytics.
- Contributed to data-driven decision-making by analyzing data and offering recommendations.
- Utilized SQL developer to structure data and identify relationships between departments.

Logistic Analyst Intern   December 2022 – May 2023
Telangana State Level Transportation   *Telangana, India*
- Applied statistical techniques to a research study on bus commuter challenges in a local district.
- Contributed to a state-level research initiative as a result of the study findings.

Core Skills

Python, SQL, Tableau, Microsoft SQL Server, Power BI, Salesforce, R, MS Office, Predictive Analytics, MATLAB, Power Automate, Power Apps, SharePoint

Education

Masters of Science in Business Analytics (GPA: 4.00 / 4.00) Expected December 2024
Kent State University *Kent, OH*
- **Relevant Coursework:** Advanced Data Mining, Predictive Analytics, Database Management, Data Visualization, Machine Learning, Analytics in Practice

Bachelor's in Commerce (Computer Applications) (GPA: 4.00 / Gold Medalist) August 2023
Osmania University *Telangana, India*
- **Relevant Coursework:** Accounting, Management, Business Law & Taxation, Statistics, Economics, E-commerce, Cyber Security

References

- Murali Shanker, Professor Emeritus, Kent State University (mshanker@kent.edu)

- Shahla Asadi, Assistant Professor, Kent State University (sasadi1@kent.edu)