

## EDUCATION

<b>Masters in Information Systems, GPA: 3.70</b>	<b>California State University, Long Beach (CSULB)</b>	<b>August 2023-Present</b>
Coursework: Database Management Systems, System Analysis and Design, Machine Learning for Business Analytics		
<b>Masters in Supply Chain, GPA: 3.70</b>	<b>Coventry University, England</b>	<b>August 2019-September 2022</b>
<b>Bachelors in Business Administration, CGPA: 94.02</b>	<b>K L University</b>	<b>June 2016-July 2019</b>

## SKILLS

Python, R, SQL | AWS | Alteryx, Tableau, PowerBI, Excel, Google Data Studio, Amazon Quicksight, SPSS, Jupyter Notebook | Git | PostgreSQL, MySQL | Pandas, Numpy, Seaborn, Matplotlib, PyTorch, Scikit-learn, Django | Microsoft Suite, Canvas | Agile

## EXPERIENCE

<b>California State University, Long Beach</b>	<b>Research Assistant</b>	<b>January 2023-Present</b>
<ul style="list-style-type: none"><li>Conducting comprehensive analysis of global supply chain operations in the electronics industry, focusing on the Port of Long Beach, to optimize efficiency and resilience.</li><li>Strengthening supplier relationships as key strategy to ensure a robust, adaptable supply chain, enhancing collaboration, efficiency.</li><li>Applying advanced research methodologies, data analysis tools to inform strategic decisions, resulting in supply chain efficiency.</li></ul>		
<b>Shantilal and Company, India</b>	<b>Business Intelligence Lead</b>	<b>October 2021-July 2023</b>
<ul style="list-style-type: none"><li>Boosted lead conversion rate 15% by conducting predictive modeling to identify customer propensity and guide sales outreach.</li><li>Strengthened customer segmentation by 20% through k-means clustering of behavioral data to tailor engagement campaigns.</li><li>Automated reporting through BI tools, providing self-service analytics and reducing manual reporting time by 30%.</li><li>Founded peer mentorship program for analysts, enhancing skills development, team collaboration and knowledge sharing.</li><li>Administered end-to-end flowcharts of customer onboarding process, identifying redundancies, reducing onboarding time by 20%.</li><li>Communicated quarterly release plans, product roadmaps to executives and customers, ensuring alignment on strategic priorities.</li></ul>		
<b>Shantilal and Company, India</b>	<b>Business Analyst</b>	<b>October 2020-September 2021</b>
<ul style="list-style-type: none"><li>Achieved customer retention 15% by identifying churn risk factors through predictive modeling, team motivation and teamwork.</li><li>Partnered with marketing team, boosting customer lifetime value 15% through exploratory analysis of customer journeys.</li><li>Reduced operational cost 20% with regression analysis to reveal process inefficiencies and quantify cost-saving opportunities.</li><li>Managed product backlog using weighted scoring model accounting ROI, time to market, customer request to 22% faster delivery.</li><li>Spearheaded creation of Tableau dashboards to evaluate pricing, increasing sales by 10% and decreasing errors by 25%.</li><li>Refined product development cycle 25% through customer usage data-assessment analysis, negotiation, and task delegation.</li></ul>		
<b>Twills, India</b>	<b>Inventory and Sales Analysis Intern</b>	<b>May 2017-August 2017</b>
<ul style="list-style-type: none"><li>Managed on-time payments 20% via regression analysis of payment, order, and seasonal trends optimizing billing process.</li><li>Cut overstock 15% by building time series forecast model of past sales, inventory, and product seasonality to predict demand.</li></ul>		
<b>Pantaloons, India</b>	<b>Customer Experience and Organizational Development Intern</b>	<b>May 2016-July 2017</b>
<ul style="list-style-type: none"><li>Supervised customer loyalty engagement 30% interpreting program metrics, enhancing rewards offerings and peer relations.</li><li>Developed sales conversion rate 15% through employee training in active listening, and customer relationship management.</li></ul>		

## PROJECTS

<b>Animal Shelters Data Analysis Report</b>
<ul style="list-style-type: none"><li>Analyzed datasets using SPSS to explore trends improving adoption by 40%, lowering euthanasia by 30%, and progressing welfare.</li><li>Developed Tableau dashboards communicating insights and regression models determining factors expediting animal placements.</li></ul>
<b>Black Friday Analysis</b>
<ul style="list-style-type: none"><li>Leveraged Python to analyze transaction data, identifying top revenue drivers, customer segments to optimize future promotions.</li><li>Demonstrated analytical findings and proposed strategy projecting 10% increase in holiday sales.</li></ul>
<b>Contact Management System</b>
<ul style="list-style-type: none"><li>Applied contact DB CRUD operations with input validation, search - confirm dialogs, and customized UI for a better experience.</li><li>Validated data integrity through input validation and normalization enhancing system capabilities.</li></ul>
<b>Data Mart Analysis</b>
<ul style="list-style-type: none"><li>Investigated sales impact of ecofriendly packaging via SQL to communicate business benefits of sustainability at a grocery store.</li><li>Presented on Data Mart's sustainability KPIs enabling data-driven business decision making and ROI for executives.</li></ul>

## ACTIVITIES AND LEADERSHIP

- Intercultural Diplomat Member, CSULB 2024:** Cultivated cross-cultural knowledge and understanding in K-12 students through interactive presentations and organized activities.
- Best Design Award, Alteryx Datathon - December 2023:** Recognized for innovative data visualization design using Alteryx, Tableau, and PowerPoint at Alteryx Datathon.
- Beach Pride Events Council Member, CSULB, 2023-2024:** Planned and executed over 85 engaging events as part of council to promote school spirit and community using scrum, canvas for marketing and collaborating with cross-functional clubs
- Meet the Industry Expo (MIE) Chair, Associated Business Students Organization Council, CSULB 2023-2024:** Led extensive planning and coordination of career expo connecting 300+ business students with corporate recruiters.
- Press, Grace Hopper Conference 2023:** Selected by conference organizers for press team to provide on-site coverage of world's largest event for women in computing.