SNEHAL BHOLE

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SUMMARY

Business Analytics graduate with MBA in marketing and five years' experience in strategy driven analytics and business management with proven abilities in predictive modeling, strategy development and business intelligence.
Passionate about translating complex data into actionable insights to positively impact businesses and consumers.

EDUCATION

Master of Science in Business Analytics | University of Washington | GPA 3.95	June 2019
Master in Management Studies (MBA) | JBIMS, University of Mumbai, India	May 2011
Bachelor of Engineering in Computer Engineering | VJTI, University of Mumbai, India	May 2007

PROJECTS

- **Market Basket Analysis (R):** Designed a model to classify Walmart's customer trips using a transactional dataset of the items they have purchased
- **Regression model** using **Random Forest (Python):** Developed a model to predict the fare amount for a taxi ride in New York City given the pickup and drop-off locations
- **Time Series Forecasting** using **ARIMA(R):** Built a forecasting model to predict rain in Seattle using exponential smoothening and Auto-ARIMA
- **Pricing analytics** using **Text Mining (Python**): Built a prediction model to provide pricing recommendation to the users on an online marketplace based on product features
- **Visual Analytics (Tableau)**: Developed dashboards and storyboards to analyze Airbnb listings to uncover opportunities

PROFESSIONAL EXPERIENCE

Columbia Bank – University of Washington   **Washington, USA**
Business Analytics Consultant (SQL, R, Azure ML, Tableau)   *June 2018 – Present*
- Engaged with partner to uncover project objective and translate it to a data mining problem
- Performed feature engineering by developing and testing hypothesis to arrive at key behaviors defining customer churn
- Developed an **ensemble prediction model** to predict churn improving baseline model performance (*F Score* by *+14 pp*)

Procter & Gamble   **Mumbai, India**
Business Analytics Manager / Account Manager   *January 2015 – July 2016*
- Applied statistics-based market intelligence to execute strategies for P&G brands to achieve revenue of $19 million
- Led engagement with e-commerce partners to optimize digital advertisement solutions by predicting '**Customer Lifetime Value'** with RFM based model in **Python** resulting in *+27% ROAS*
- Managed **digital campaigns** for driving marketing effectiveness by executing **A/B experiments** resulting in *+12% GP*

Senior Marketing Analyst / Key Account Manager   *July 2012 – December 2014*
- Collaborated with cross functional teams to develop a data driven strategy 'Accelerate' resulting in *+18%* in *sales value*
- Spearheaded project to optimize product assortment and promotion plans improving *marketing effectiveness* by *+15%*
- Extracted and analyzed sales performance data using **SQL** for opportunity identification and devising Go to Market plan

Tata Consultancy Services Ltd.   **Mumbai, India**
Software Developer / Assistant System Engineer   *August 2007- October 2008*
- Performed requirement analysis and developed software features using **C++** for a telecommunication client – Nortel
- Designed and operationalized a process to handle fault occurrences at client side reducing **system downtime** by *24%*

SKILLS

-	**Tools & Technologies**	SQL, R (dplyr, ggplot2, caret, car), Python (NumPy, Matplotlib, Pandas, scikit-learn), Azure ML Studio, Tableau, Google Analytics, Kanban, Agile Framework, MS Project, C++
-	**Analytics**	Descriptive and Inferential Statistics, Statistical Modeling, Time Series Forecasting, Digital Campaign Management, Experiment design and analysis - A/B Testing, Factor Analysis, Supervised and Unsupervised Data Mining Techniques

RECOGNITIONS

- University of Washington - Awarded '**Graduate Merit Scholarship'** for outstanding academic performance
- Awarded '**Beta Gamma Sigma**' honor society membership, highest academic honor for top 20% students based on GPA
- Procter & Gamble - 'P&G Power of You' award for demonstrating leadership in streamlining initiative execution process
- Tata Consultancy Services Ltd. **-** 'STAR Award for Excellence' for exhibiting agility in handling business critical issues

PROFESSIONAL AFFILIATIONS AND PRO BONO WORK

- INFORMS | Vice President @UW-Chapter | June'18-Present: Hosting informational sessions on Data Science topics
- Applied Cloud Computing | Analytics Manager | Aug'16-Jan'18: Owned end to end development of analytical solutions