

# Sonal Upasani

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## Professional Summary

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Driven and curious Business Analytics professional with a strong passion for understanding user behavior, solving real-world challenges, and transforming observations into actionable insights. Through hands-on projects and real-world experiences, I've developed a keen interest in how data can guide smarter decisions and enhance user experiences. Motivated to contribute, grow, and collaborate in environments where impact and learning go hand in hand.

## Technical Skills

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**Programming:** Python (Pandas, NumPy, scikit-learn), SQL, Spark SQL, R (basics)

**Analytics & Machine Learning:** EDA, Feature Engineering, Regression, Classification, Clustering, Model Evaluation

**Data Visualization:** Power BI (DAX, calculated columns), Excel

**Environments:** VS Code, Jupyter Notebooks

## Relevant Experience

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**Data Analyst Intern**, St. Lawrence College – Kingston, ON March 2025 – April 2025

- Collaborated on a data analytics project for a property management client, analyzing rental property performance using financial data from 50+ income statement PDFs.
- Led efforts in automated data extraction and anomaly detection using Google Vertex AI, significantly reducing manual data entry and improving accuracy.
- Built a scalable data pipeline integrating Google Cloud Storage, Vertex AI, and Google Sheets, enabling real-time data flow into Power BI dashboards.
- Developed interactive Power BI dashboards showcasing key metrics such as rental income, operating expenses, and property-level profitability.
- Conducted data validation and quality checks to ensure accuracy and consistency, delivering reliable insights to stakeholders.

**Business Operations & Accounts**, Shree Gurukrupa Products – Mumbai, India April 2021 – May 2023

- Managed billing, payroll, and financial reporting processes using Tally ERP, ensuring accuracy and regulatory compliance across chemical product transactions.
- Spearheaded the company's digital transformation by collaborating with a freelance web developer to launch its first website, enhancing customer reach and modernizing lead intake.
- Monitored and analyzed online engagement data using Excel and Google Sheets to identify customer trends, frequently requested products, and high-potential leads, providing valuable insights for sales strategy.
- Detailed operational records maintained across sales, purchases, and payroll, helping streamline internal workflows and enabling informed decision-making.
- Communicated effectively with internal teams and external partners, demonstrating initiative, problem-solving, and the ability to translate business needs into actionable improvements.

## Other Experience

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**Barista**, Loblaw Companies Limited – Kingston, ON September 2024 – Present

- Delivered personalized service to 20–30 customers per shift, strengthening communication, adaptability, and attention to detail in a fast-paced customer-facing environment.
- Recognized by managers for anticipating customer needs and improving team efficiency during peak hours through collaboration and active listening.

## Education

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**St. Lawrence College**, Post-Graduate Diploma in Business Analytics April 2025

- **Coursework:** Statistics, AI in Marketing, Analytics Programming, SQL, Power Bi, Machine learning, Project Life Cycle Management, User Design Process & Technology

**Mumbai University**, Bachelor's in Biomedical Engineering May 2017

- **Coursework:** Biomedical Instrumentation, Human Anatomy, Mechanics, Mathematics, Engineering Drawing

## Projects

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### Rental Insights Dashboard

- Created a dynamic dashboard to analyze trends in rental data. Utilized DAX to calculate custom metrics and implemented filters and tooltips for enhanced interactive reporting.
- Tools Used: Power BI, DAX, Excel

### Bankruptcy Prediction Model

- Built machine learning models (Logistic Regression, Random Forest) to predict corporate bankruptcy. Balanced the dataset using SMOTE, tuned hyperparameters, and evaluated model performance using AUC-ROC.
- Tools Used: Python, Scikit-learn, SMOTE

### Travel Management System

- Designed a relational database for a travel company. Wrote complex queries for booking and customer data, ensuring referential integrity and efficient data handling.
- Tools Used: SQL

### Student Basket—UX Research Project

- Conducted user research to design a grocery app for international students. Analyzed survey and interview data, developed user personas, and built a prototype incorporating features like price comparison and budgeting tools based on key insights.
- Tools Used: Figma, Google Forms

## Professional Development & Involvement

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**Team Member, BDAI Club, St. Lawrence College** January 2024 - April 2025

- Contributed to peer learning sessions on AI applications, explored data storytelling techniques, and participated in hands-on tool demonstrations.

**Diploma in Software Testing – Impetus Consultrainers** February 2021

- Gained foundational knowledge of manual and automated testing, bug tracking, and the software testing lifecycle.

**NSE Academy's Certification—Financial Markets: A Beginner's Module** July 2022

- Developed an understanding of stock market operations, trading instruments, and investor behavior.