

VIJAY CHANDRA ATHELI

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EDUCATION

Northeastern University

Boston, MA

D'Amore-McKim School of Business - Master of Science in Business Analytics

Sept 2024 – Dec 2025

- D'Amore-McKim Achievers Scholarship Awardee
- Relevant course work: Machine Learning, Statistical Modeling, Data Wrangling & Mining, Linear Programming, Business Analytics Strategy, Data Visualization, Big Data Analytics, Operations Management, Decision Modeling, Monte Carlo simulations

Chaitanya Bharathi Institute of Technology

Hyderabad, TG, India

Bachelor of Engineering in Electrical and Electronics Engineering

Aug 2017 – June 2021

PROFESSIONAL EXPERIENCE

Risepoint LLC

Boston, MA

Marketing and Operations Intern

June 2025 - Present

- Resolved 2–3 analytics tickets per week from partner universities, providing SQL-driven insights and strategy recommendations to improve student acquisition and operational efficiency.
- Spearheaded the development of a central Tableau dashboard to enable self-service cycle-time reporting, significantly reducing ticket volume and streamlining partner queries.
- Developed a comprehensive data dictionary to enhance data literacy and support Risepoint's Data & Reporting 101 training, improving onboarding and cross-team collaboration.

FourBlock - Veteran Career Readiness

Boston, MA

Analytics Intern

Jan 2025 – Apr 2025

- Analyzed alumni and donations data of FourBlock organization to evaluate the firm's impact and effectiveness.
- Analyzed 5 years of Cloud data using SQL, Python, and Tableau; applied unsupervised ML techniques to identify KPIs and visualize time-series trends.
- Presented KPIs to firm leadership, delivering an executive summary outlining the value proposition and strategy to engage donors and increase veteran enrollment.

Deloitte Consulting

Hyderabad, TG, India

Business Analyst

Sept 2021 – Aug 2024

- Developed and delivered Salesforce CRM solutions to optimize sales operations, improve system performance, and enable data-driven decision-making for a major US Insurance client.
- Delivered 150+ Salesforce.com solutions working with cross functional teams, product owners and business owners, creating custom objects, fields, page layouts, lightning pages, lightning apps, apex triggers, apex classes, flows, LWC, reports and dashboards, optimizing workflows and enhancing sales operations.
- Engineered and optimized Apex code frameworks applying advanced query optimization techniques and implementing business-centric models, resulting in a 20% reduction in SOQL counts for asynchronous transactions and a 10% reduction in synchronous transactions improving transactions processing time.
- Automated the Sales Planning feature from Excel to Salesforce using Flows, LWC, and Batch Apex, driving efficiency gains by reducing user time and enabling real-time data access for enhanced decision-making and data-driven strategy.
- Honors: Deloitte's Applause Award (Oct 2022), Spot Awards (May 2023, Dec 2023 and May 2024).

LEADERSHIP ROLES

Graduate Career Center Advisory Board Member - D'Amore-McKim School of Business

2025 - Present

- Advocated and rolled out innovative career development workshops, increasing student participation and engagement.

Executive Board Member/Co-Ordinator - Chaitanya Bharathi Cultural Club

2017 - 2020

- Supervised comprehensive event management, planning, promoting and securing sponsorships to execute fest activities.

PROJECTS

Multi-Brand ML Prediction Engine

- Developed ML solution predicting used car prices across multiple brands using Python (Pandas, scikit-learn, joblib), optimizing regression models (LR, Decision Tree, Random Forest) for 9 car brands on performance metrics.
- Engineered comprehensive data pipeline handling categorical features via one-hot encoding, managing missing values, and transforming vehicle data into model-ready features for accurate price prediction.
- Designed modular architecture with automated evaluation procedures ensuring prediction reliability, and built interactive web application enabling users to input vehicle specs for instant price estimates.

Airbnb NYC Market Analysis

- Cleaned and integrated listings and reviews datasets using Python and Excel, resolving inconsistencies and preparing structured inputs for analysis.

- Performed sentiment analysis on customer reviews and visualized booking trends, pricing strategies, and host behaviors using Tableau (heatmaps, bubble charts, word clouds).
- Delivered a dynamic, filter-enabled dashboard with geospatial mapping and key insights on occupancy, host trust factors, and profitability strategies for short-term rental platforms.

Revenue Analytics for Brewery

- Built a multiple linear regression model to quantify the impact of live music events and weekend status on daily revenue at Ledge Brewing Co., alongside applying Random Forest and Decision Tree models to forecast sales based on weather patterns using local and Boston-based weather APIs.
- Integrated and analyzed structured datasets from music event logs, weather feeds, and sales records to identify key drivers of customer turnout and revenue fluctuations.
- Delivered actionable insights—such as weather-informed promotions and optimized music scheduling—to improve operational planning and maximize weekend revenue.

Retail Analytics and Insights

- Performed end-to-end customer, sales, and store-level analysis for a multi-store apparel retailer, integrating and cleaning datasets using R (dplyr, ggplot2).
- Engineered regression models to predict gross margins with ~73% accuracy, identifying key drivers such as sale amount, pricing strategy, seasonal trends, and product categories.
- Conducted seasonality and sales performance analysis across four retail locations, uncovering store-specific profitability gaps and pricing improvement opportunities.
- Delivered actionable business insights and visualizations via boxplots, bar charts, and scatter plots to support targeted pricing, inventory planning, and store-level strategies.

Data Profiling, Transformation, and Automation

- Developed a comprehensive data pipeline to enhance data quality and support advanced analytics. Integrated complex SQL commands to build a robust database schema and perform advanced data manipulations; utilized Python (Pandas, Numpy, BeautifulSoup) and Alteryx for data profiling, cleansing, validation, and transformation.
- Produced comprehensive reports that improved dataset integrity and supported data-driven decision-making.

Database Design and Integration for Educational Institutes

- Designed and integrated a centralized database system for managing student enrollment and campaign data, ensuring data consistency and integrity across multiple datasets using Google AppSheet.
- Developed dynamic views and slices (e.g., location-based distribution, status-based filters) to enhance data accessibility and real-time reporting, improving decision-making efficiency.
- Implemented offline data capture and synchronization, optimizing the system for field representatives with limited connectivity, ensuring up-to-date records and seamless data entry.

TECHNICAL SKILLS

- **Programming & Query Languages:** Python, SQL, R, Java, Apex, Lightning Web Components (LWC), JavaScript, HTML
- **Data Visualization & Integration Tools:** Tableau, Power BI, Alteryx, CRM Analytics Dashboards (CRMA)
- **Machine Learning & Data Science:** Python (Pandas, NumPy, scikit-learn, TensorFlow), A/B Testing, Time Series Analysis, Hypothesis Testing, Experimental Design, Data Wrangling, Statistical Modeling, Predictive Analytics, ETL
- **Salesforce CRM & Development:** Salesforce Administrator, Apex Development, Lightning Web Components, Flows, Batch Apex, REST API Integrations, Apex Integrations, Agentforce, Salesforce Clouds (Sales, Service, Financial)
- **Salesforce Skills:** Administrator, Apex Development, Lightning Web Components, Data loader, Flows, Batch Apex, REST API, Apex Integrations, Salesforce Flows, Agentforce
- **Tools & Platforms:** AutoRabit, Copado, Jira, Confluence, Lucidchart, Google AppSheet, Microsoft Excel (VLOOKUP, Pivot Tables, Charts), PowerPoint, Word
- **Other Skills:** Data Pipeline Development, Data Profiling, Data Validation, Object-Oriented Programming (OOP), API Integrations

CERTIFICATIONS

- Salesforce Certified Sales Cloud Consultant
- Salesforce Certified Financial Service Cloud Accredited Professional
- Salesforce Certified Business Analyst
- Salesforce Certified Sharing and Visibility Architect
- Salesforce Certified Agentforce Specialist
- Salesforce Certified Platform Developer-1
- Salesforce Certified App Builder
- Salesforce Certified Administrator
- Salesforce Certified AI Associate
- Salesforce Certified Associate