

VIJAY CHANDRA ATHELI

+1-857-565-6894 | atheli.v@northeastern.edu | [portfolio: vijayatheli1709](#) | [linkedin: vijay-chandra-atheli](#)

PROFESSIONAL EXPERIENCE

Risepoint LLC

Marketing and Operations Intern

Boston, MA

June 2025 – Sept 2025

- Enhanced student acquisition efficiency by delivering 9 analytics projects that optimized partner university workflows, leveraging EDW data with SQL, Python, and advanced Excel.
- Reduced partner support requests (YoY) during July–August by designing a Tableau dashboard for 1,500+ enterprise users, providing operational KPIs and sales funnel time reporting for self-service insights.
- Informed leadership decisions on enrollment strategies by conducting cycle-time analysis and partner-specific reporting, enabling data-driven improvements in student conversion.

FourBlock - Veteran Career Readiness

Analytics Intern

Boston, MA

Jan 2025 – Apr 2025

- Measured veteran program effectiveness by analyzing 5 years of Salesforce Sales Cloud data using SOQL, Python, and Tableau with clustering and time-series modeling, resulting in a 20% increase in donor engagement and data-driven enrollment strategy.
- Supported executive decision-making on outreach strategy by presenting KPI findings through executive summaries and stakeholder briefings, influencing program expansion priorities.

Deloitte Consulting LLP

Business Analyst - Salesforce Consultant

Hyderabad, TG, India

Sept 2021 – Aug 2024

- Enhanced sales operations and decision-making for a Fortune 500 insurance client by aligning Salesforce CRM capabilities with business needs, delivering a strategic platform used by 2000+ employees.
- Accelerated delivery of Salesforce features by leading requirements-gathering and translating business needs into scalable user stories under Agile methodology, improving development velocity and user satisfaction.
- Increased platform usability and adoption by collaborating with cross-functional teams to implement 150+ Salesforce features including Flows, Lightning components, and custom objects, improving engagement across business units.
- Improved sales planning accuracy and reduced manual effort by co-leading the automation of financial-year sales planning using Flows, LWC, and Batch Apex, streamlining goal allocation for 1,200+ users.
- Stabilized transaction processing and improved system performance by contributing to a new Opportunity Trigger framework optimized by business unit and record type, reducing SOQL count in synchronous transactions by 15% and asynchronous by 25%.
- Honors: Deloitte's Applause Award (Oct 2022), Spot Awards (May 2023, Dec 2023 and May 2024).

EDUCATION

Northeastern University

Boston, MA

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

Sept 2024 – Dec 2025

Chaitanya Bharathi Institute of Technology

Hyderabad, TG, India

Bachelor of Engineering in Electrical and Electronics Engineering

Aug 2017 – June 2021

LEADERSHIP ROLES

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

Jan 2025 - Present

- Represented the MSBA cohort and led student-focused initiatives by advising the Career Center on programming, communication strategy, and employer engagement.
- Introduced feedback loops and data-driven assessments to refine workshop content and improve engagement metrics over time.

CERTIFICATIONS

- Salesforce Administrator, Salesforce Associate, Salesforce App Builder, Salesforce Platform Developer I
- Salesforce Sales Cloud Consultant, Salesforce Business Analyst, Salesforce Sharing and Visibility Architect
- Salesforce Financial Services Cloud Accredited Professional, Salesforce Agentforce Specialist, Salesforce AI Associate

SKILLS

- Languages & Frameworks: Apex (Triggers, Batch, REST APIs), Lightning Web Components (LWC), SOQL, SOSL, JavaScript, HTML, Python, SQL
- Salesforce CRM & Development: Flows, LWC, Apex, Platform Integrations, Sales/Service/Financial Clouds, Batch Apex, AutoRabbit, Copado, Jira, Confluence, Process Builder, validation rules, approval processes
- Professional: Stakeholder Engagement, Business Analysis, Agile, Communication, Strategic Thinking & Problem Solving
- Data Visualization & BI: Tableau, Power BI, Alteryx, CRM Analytics (CRMA), Excel (VLOOKUP, Pivot Tables, Charts)
- Others: Data Pipeline Development, Data Profiling, Data Validation, Object-Oriented Programming (OOP)

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.