Divya Gogia

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Result-oriented Analytics professional with over 5 years of experience in the data-driven Healthcare Sector. Skilled with data integration,data mining, informative dashboards, utilizing statistical and predictive models with Python to predict demand. Proficient in Tableau, storytelling and BI tools. Worked with sales and marketing teams of fortune global 500 companies to derive data-driven business solutions, generating annual sales to the tune of $350K per year.

EDUCATION

University of Connecticut School of Business — Hartford, Connecticut
M.S in Business Analytics and Project Management, CGPA:3.5/4.0 — Aug 2021- Present
Coursework: Predictive Modeling ,Data mining, applied statistics,Python for Data science

Guru Gobind Singh, Indraprastha University — Delhi, India
B.S in Pharmacy, CGPA:8.2/10 — Aug 2011- June 2015

TECHNICAL COMPETENCIES:

Programming Languages and Analytical Tools: Python, SQL, Tableau, JMP, Informatica, SAS enterprise Miner, R, MS Excel (VLOOKUP, pivot), MS-PowerPoint, MS Visio, MS Project, Jupyter, PowerBI, DOMO, Pentaho BI,AWS,Google Analytics

Skills: Machine Learning, Data Analysis , Data Processing, ETL, Statistics, Data Visualization, Forecasting, Business Analysis, ROI Analytics, Business Intelligence, Dimensional Data Modeling,Data Manipulation,Data Mining

Libraries: dplyr, ggplot, Caret, SciKit, NLTK, Pandas , Matplotlib, NumPy,Seaborn

Database: Oracle SQL, MYSQL, Microsoft SQl

Analytical Techniques: Linear and Logistic Regression, Bagging, Boosting, Decision Tree, K-means Clustering, Times Series Forecasting, Boosted tree,Bootstrap Forest, PCA, KNN, Hypothesis Testing,Market Basket Analysis

WORK EXPERIENCE:

Sanofi, India — April 2018 – July 2021
Scientific Sales Analyst

- **Forecasting**: Developed Time series models like Arimax and Prophet to forecast and identify the drivers impacting the sales volume.
- **Data Visualization**: Used Excel to create a pivot table and macros, leveraged Interactive dashboards with Sales Force Automation System and Power BI to track 7 key performance indicators (KPIs).
- **Developed** competitive marketing strategies using Sales Force Automation System to help increase the annual revenue by $330K in Epilepsy and Psychiatric drugs vertical.
- Collaborated with a team of 5 at Global Sanofi Hackathon to **automate** the data imported **using ETL (SSIS) packages** from flat files to SQL server to build a smart-watch app called EpiWin to predict and record seizure activity in Epilepsy patients. Won 3rd prize and secured $10k in funding.

Abbott Healthcare, India — October 2015 - March 2018
Key Account Analyst

- **Trade Promotion Forecasting**: Accurately analyzed the drug market using CRM platform Salesforce Einstein Analytics to estimate Abbott's market share in the Anti-Diabetic and Cardiovascular drug segment, leading to an increase in revenue by 12%..
- **Dashboard Creation**: Created dashboards in Tableau to provide interactive visualizations with self-service business intelligence capabilities to forecast the market share in real-time.
- **Data Warehousing|Analysis** : Used SQL for pulling historical data from Salesforce and **leveraged** the python packages (pandas, matplotlib) to analyze the market share, calculate the market size and target the potential customers.
- Received the **Front Runner Planner Award** for bringing in new business in 2017.

Shivam Pharma Enterprise, India — June 2013-July 2013
Internship- Market Research

- Identified the reason for the increasing gap in market share of the company's antibiotic eye drop with its competitor using Python.
- Performed **Market landscape analysis** to overcome the gap boosting revenue growth by 12% in a month.

Academic Projects

- **Predictive analytics to forecast Stroke Risk**: Predicted patients who have a high risk of getting a stroke by building Random Forest, linear regression, Boosted tree model and found **Decision tree model** to be best with most accuracy and least misclassification rate.
- **Predicted CO2 emissions and total KtCO2** emissions using the Logistic **Regression Model in Python** using the features of the dataset for 6 different countries with an accuracy of 88% and found that average annual precipitation rate has the most significance on CO2 emissions.
- **Database management for Healthcare Center**: Utilized Entity-Relationship diagram in **MS-Visio** to create Database Prototype to improve workflow process. Developed a database in Oracle and generated reports using SQL Queries.