

# YASHIKA HEMNANI

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## SUMMARY

Insight-driven Business Analyst with 3+ years of experience in marketing and financial analytics, blending business intelligence, data storytelling, and AI-assisted automation. Expert in SQL, Python, Tableau, and marketing data platforms. Adept at designing KPI dashboards, forecasting models, and streamlining campaign strategies to boost performance and decision-making. Proven track record in reducing costs, automating reporting workflows, and improving customer segmentation. Passionate about using data as a strategic lever for business growth

## SKILLS

**Programming & Data Tools:** SQL, Python (Pandas, NumPy, Matplotlib), Excel (VBA), Draw.io

**BI & Visualization:** Tableau, Power BI, Google Looker Studio

**Marketing Analytics Tools:** Google Analytics, HubSpot CRM, Google Ads, Meta Ads Manager, Google Tag Manager, SEMrush, Ubersuggest

**Data Platforms:** Snowflake, Google BigQuery

**Automation & AI Tools:** ChatGPT, Google Bard, Notion AI, Zapier, SheetGPT, Beautiful.ai, CanvaMagic Write

**Analytics & Methodology:** Forecasting, A/B Testing, Data Visualization, ETL Pipelines, Campaign Optimization, Reporting Automation, KPI Modeling, Agile Analytics, Strategic Decision Support

## PROFESSIONAL EXPERIENCE

### AU Small Finance Bank — Business Analyst

Jul 2021 – Nov 2022

- Designed dynamic dashboards for customer segmentation & marketing KPI tracking using Tableau and Excel VBA
- Utilized SQL to perform customer churn and retention analysis, reducing campaign costs by 25%
- Automated repetitive reporting processes, improving team efficiency by 20%
- Contributed to boosting user engagement by 30% through behavior-driven targeting and segmentation logic

### IDigitalpreneur — Digital Marketing Analyst

May 2020 – Jul 2021

- Implemented A/B testing and automated performance tracking using Looker Studio and HubSpot
- Drove a 40% increase in marketing ROI and reduced cost per acquisition by 25%
- Developed campaign performance dashboards and collaborated with creatives to enhance content conversion rate by 18%
- Modeled and valued derivatives (options, futures) using Excel and VBA, enabling the development of effective hedging strategies that reduced potential losses by 20%.
- Designed an early warning system using statistical process control (SPC) methods, alerting the risk management team to potential credit defaults 60 days in advance.

### Parul Institute of Business Administration

#### India Credit Risk Intern | Data Analysis, Financial Reporting, Risk Forecasting

April 2022 – December 2022

- Conducted credit risk analysis for over 100 financial agreements, streamlining operational efficiency, reducing risks by 15%, and enhancing forecasting accuracy.
- Initiated financial models that provided data-driven insights, improving senior management's decision-making processes and reducing forecasting errors by 20%.
- Secured high data accuracy in Ad Hoc studies by applying statistical methods, demonstrating precision and accuracy with quantitative analysis.
- Built credit risk models and reports, led due diligence efforts, ensured compliance, and mitigated risks in lending decisions.

## EDUCATION

**M.S. in Business Intelligence & Analytics | GPA: 3.8/4.0**

**Stevens Institute of Technology, NJ**

**Jan 2025 – Jun 2026**

**Relevant Coursework:** *Investment Management, Quantitative Modelling Financial Statement Analysis, Risk Management, Financial Economics, Capital Markets, Financial Data Analysis*

**Parul Institute of Business Administration, Parul University - India**

**Bachelor of Business Administration – Marketing Management**

**April 2020 – May 2023**

**Relevant Coursework:** *Consumer Behavior, Strategic Marketing, Digital Marketing, Data- Driven Campaigns*

## PROJECTS

### **Netflix Data Exploration & Visualization – Python**

- Conducted exploratory data analysis on 1990s Netflix movie dataset
- Identified watch-time trends and genre clustering using Pandas & Matplotlib; visualized insights using histogram plots and correlation heatmaps

### **Insurance Claims Database Design**

- Developed a fully normalized 3NF database schema for auto insurance claims
- Built ER diagram using Draw.io; performed schema testing and mock queries for analysis

### **Cryptocurrency Investment Trends & Risk Analysis**

- Led an end-to-end business analysis project to evaluate the investment potential of five major cryptocurrencies by integrating financial data, user behavior insights, and market trends.
- Performed data extraction and comparative analysis using Excel and Python to identify volatility patterns, ROI fluctuations, and asset risk profiles across different timeframes.
- Visualized key findings in dashboards and report formats to support strategic recommendations on diversification and modern portfolio management.

## CERTIFICATION

- SQL for Data Science – Coursera
- Python for Data Analytics – Udemy
- Tableau Desktop Specialist – Tableau
- Advanced Excel with VBA – Udemy
- Digital Marketing Analytics – Google Skillshop
- Prompt Engineering for Business Intelligence – Notion AI + ChatGPT Labs