ADITI KADAM

Milpitas, California

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EDUCATION

University of the Pacific, CA   Aug'24 - Dec'25
MS in Business Analytics
Tools : Git, Grafana, Google Console,Rapidminer, Languages : Python, SQl, R, JSON

Imarticus Institute   Dec'21 - May'22
Certified Investment Banking Operations Professional

Amity University, India   Aug'18 - Dec'21
BBA - Finance

EXPERIENCE

Technical Support Engineer - Mphasis Ltd   Oct'22 - Jan'23
- Managed and resolved client issues through a ticketing system for efficient support.
- Handled large volumes of customer data while tracking and prioritizing requests.
- Identified recurring issues and suggested process improvements for better operations.
- Collaborated with the team to enhance fraud detection strategies and improve case resolution efficiency.

Contingent Fraud Analyst - Goldman Sachs (Imarticus learning)   Oct'22 - Jan'23
- Identified and analyzed fraudulent transactions, determining fraud types and patterns.
- Extracted and processed fraud-related datasets while working across different team queues.
- Investigated and resolved 90+ fraud cases daily, ensuring accurate and timely decisions.
- Collaborated with the team to enhance fraud detection strategies and improve case resolution efficiency.

CERTIFICATIONS & COURSEWORK

Ongoing: Data Analyst in Power BI - DataCamp, Google Data Analytics - Google
Completed:AI Python - Deep Learning, The Complete SQL Bootcamp - Udemy

PROJECTS & EXPERIENCE

Smart Pricing Strategies for Ride-Sharing Apps (Apr'25)
-Analyzed **693,071 cab ride records across 10 columns** including fare, distance, cab type, and surge multiplier.
-Applied **OLS regression ($\mathbf{R^2 = 0.172}$)** showing distance (+\$2.78/unit) and surge multiplier (+\$22.56) as key fare drivers.
-Engineered real-time features (e.g., weather data) and implemented **Random Forest and XGBoost models** with **MAE \$3.63** and **RMSE \$5.34**.
-Conducted **sentiment analysis** on **2,900+ user reviews** using NLP, revealing **52% positive**, **38% negative**, and **10% neutral** feedback.
-Proposed **dynamic pricing strategies** based on demand periods, ride segmentation (e.g., UberX vs Black), and surge impact to optimize profitability and customer satisfaction.

Capstone Project – HubSpot Contact Analysis (May'25)
-Extracted **75,000 contact records** from the HubSpot API using `requests` in Python with proper authorization headers.
-Selected and cleaned **key columns** (email, phone, country, createdAt, updatedAt, archived) for analysis; dropped the **linkedinbio** column due to emptiness.
-Standardized **date fields to YYYY-MM-DD**, validated phone numbers to keep only **10-digit entries**, and normalized country data.
-Handled **missing and invalid values** by replacing placeholders (e.g., 'None', 'nan'), dropping incomplete rows, and converting booleans.
-Created a **Grafana dashboard** to visualize sign-up trends, null field analysis, update speeds, and average days active per contact for actionable insights.