Advait Athalye

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EDUCATION

Master's in Management Information Systems | Cleveland State University   **Graduated May 2025**

Relevant Coursework: SQL & Database Design, Data Mining & Business Intelligence, ETL & Data Visualization, IT Governance & Compliance, System Analysis and Design

Bachelor's in Computer Science | Visvesvaraya Technological University   **Graduated Sep 2022**

Relevant Coursework: Algorithms (Analysis & Design), AI & Machine Learning, Data Science, Data Visualization (Python/Excel)

TECHNICAL SKILLS

Visualization & BI: Power BI (DAX, M Query), Tableau, Looker
Programming: Python (Pandas, NumPy, Matplotlib, SciPy), R, SQL (PostgreSQL, MySQL, BigQuery)
Marketing Analytics: Incrementality Measurement, Attribution Modeling, Geo-Lift Testing, Marketing Mix Modeling (MMM)
Statistical Analysis: A/B Testing, Experimental Design, Causal Inference, Statistical Modeling, Hypothesis Testing
Data Engineering: dbt, ETL Workflow Automation, API Integration, Data Modeling & Validation

CERTIFICATION

Google Data Analytics, 2025

PROFESSIONAL EXPERIENCE

Data Analyst | SSi People, India   **Aug 2022 – Aug 2023**
- Automated ETL pipelines & **Power BI dashboards** for Big 4 vendors, **saving 30 hrs/week** and enabling **same-day hiring decisions**
- Analyzed 3 recruitment funnels to pinpoint **35% candidate drop-off**, reducing time-to-fill from 45 to 31 days for enterprise roles
- Executed **sourcing via A/B tests**, boosting interview conversion 12% to 22% and cutting cost-per-hire for **200+ roles/month**
- **Delivered KPI dashboards** that reduced prep time from 2 hrs to 15 mins, accelerating C-suite hiring reviews

Data Analyst | Pace Infotech, India   **Aug 2021 – Aug 2022**
- Delivered real-time SLA dashboards in Tableau, removing **6-hour reporting lag** for **50 client accounts**, improving response speed
- **Cut Tier-1 false alarms by 25%** by investigating root causes and refining alert thresholds, saving 15 hrs/week for ops team
- Reduced analyst onboarding 40% by creating **standardized ETL workflow guides** for an 8-member operations team
- **Improved data accuracy by 20%** by automating validation for **10K+ SLA logs**, preventing client escalations and revenue risk

Data Analyst Intern | Visvesvaraya Technological University, India   **Jul 2020 – Jul 2021**
- **Saved 20 hrs/week** by automating ad-hoc and recurring admissions reports using Python and SQL, eliminating repetitive errors
- Created **Power BI segmentation dashboards** for campaigns, increasing admitted-to-enrolled conversion from 34% to 38%
- **Enabled strategic fund reallocation** by analyzing GPA-scholarship correlation using R, boosting high-performer enrollment **12%**
- Delivered data-driven insights **through data storytelling** to admissions leadership, shaping updates to scholarship criteria

ACADEMIC AND INDEPENDENT PROJECTS

Marketing Incrementality Analysis & Budget Optimization | Python, Statistical Analysis, Geo-Lift | GitHub   **Aug 2025**
- Conducted data analysis on 19,656 marketing touchpoints to **reveal 52–61% attribution bias, enabling $33.6M budget optimization through statistical modeling**
- Implemented **A/B testing** and **Geo-Lift experimental design**, delivering data-driven insights with significant regional lift
- Developed **Multi-Touch Attribution models** using **Python** and **data visualization**, uncovering **Email RO**I 1.71x vs TV ROI 0.21x
- Automated budget reallocation algorithm leveraging **causal inference**, **recommending $13.5M marketing channel optimization**

LendingClub BI Dashboard | n8n, Supabase, Chart.js, API Integration   **Jul 2025**
- Cut **loan portfolio review time from 3 hours to under 10 mins** by automating interactive dashboards in Chart.js, supporting faster credit-risk evaluation scenarios
- Automated queries with **n8n workflows**, eliminating manual chart generation and improving **data accessibility**
- Built loan segmentation visuals to highlight **high-risk loan categories** and approval trends, improving risk analysis

Company Hiring Trends 2025 Dashboard | Power BI, DAX, SQL, Excel | GitHub   **Jun 2025**
- Developed a **BI dashboard** from **1000+ LinkedIn job posts** to reveal hiring spikes, recruiter hotspots, and geographic demand
- Integrated filters and KPI cards that reduced manual job search effort by **3+ hours/week**
- Identified hiring velocity patterns and enhanced dashboard usability based on user feedback from **20+ job seekers**

CX Trends Analysis | Tableau, Excel | Tableau Dashboard   **Mar 2025**
- Designed **Tableau dashboard** visualizing **20K+ airline reviews**, revealing 5 route-cabin combos with **15–25% NPS decline**, enabling targeted service improvements
- Cleaned and merged multi-source data in **Excel** to enable metric filtering by traveler type, seat class, and review category