

# Akshita Gadiparthi

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**OBJECTIVE:** Business/Data Analyst with a master's in business analytics specializing in data visualization, reporting, and driving strategic insights through data. Actively looking for an **internship**. Experienced in creating dashboards, tracking performance metrics, presenting data-driven recommendations to senior leadership and working in a fast-paced environment. Strong ability to collaborate cross-functionally, support process improvement, and facilitate innovative, data-driven business decisions. Skilled in applying analytical skills and problem-solving approaches to address issues effectively.

## EDUCATION

### Master of Science in Business Analytics (CGPA: 3.75/4)

Feb 2024-Dec 2025

Trine University, Phoenix, AZ

*Relevant coursework:* Database Systems, Data Science, Software Engineering, Database Systems, Machine Learning, Deep Learning, Math Statistics, Math Statistics, Data Modelling.

### Bachelor's in science. Majoring in Marketing. (CGPA: 3.75/4)

Jan 2022- Dec 2023

Pennsylvania State University, University Park.

Transferred coursework from Australia to get more exposure onto the amalgamation of IT and Marketing.

*Relevant coursework:* Salesforce, A/B testing, Marketing, Computer Science Basics.

### Bachelor's in marketing and management. (CGPA: 4/4).

Feb 2020- Dec 2022

Monash University, Melbourne, Australia

## TECHNICAL SKILLS

**Key Concepts:** Data Analysis, EDA, Data Modelling, Process Management, Process Improvement, Time Series, ETL, Use Cases, Industry Trends, Agile. DevOps: Familiarity with CI/CD pipelines, deployment best practices. Microsoft Excel, Google Suite, Slack, Jira.

**Cloud:** AWS, Google Cloud Platform, Snowflake

**Statistical Tools and Visualizations:** R, Matlab, Bayesian Modelling, AB Testing, Causal Inference

**Machine Learning:** Predictive Analytics, Classification Analysis, NLP, Data cleaning and validation, Evaluation Metrics, Analytic Tools

**Database:** MySQL, SQLite, MongoDB, PostgreSQL, Google Big Query, Spark SQL, Big Query, AWS RDS, Oracle, MongoDB, Data Lake, Data Warehouse.

**Big Data tools:** Hadoop, Spark, PySpark, Scala, Hive, Tableau, PowerBI, Excel, Plotly, Dash, Domo.

**Soft skills:** Time Management, Organizational Skills, Collaboration, Attention to detail, Market research, Verbal Communication.

## EXPERIENCE

### Data Analyst Assistant, Trine University, Phoenix.

Feb 2024-Present

- Performed data pre-processing and exploratory data analysis (EDA) on a dataset of 100K records, uncovering critical trends, increasing reliability and addressing issues impacting data quality. Improved data quality metrics by 15% through effective cleaning techniques and validation processes. Created visualizations using Python, Tableau and Power BI innovative, data-driven decision-making and process improvement initiatives.

### Data Analyst Assistant, 4Sight AI Remote, USA

Jun 2024- Aug 2024

Built interactive Tableau dashboards, tracking AI-driven metrics (latency, tokens, cost) improving accessibility to insights. Led A/B testing and statistical analysis, optimizing AI-based marketing strategies, increasing ROI by 10%. Collaborated with teams to analyse datasets, extract insights, and present recommendations to senior leadership.

### Marketing Management Trainee Pinnacle Acquisitions, Philadelphia, PA.

Jan 2024 – Apr 2024

- Oversee in-person marketing activities for clients- Verizon and BlackRock, driving process improvement for client requirements. Generated reports and dashboards (Power BI and Tableau) to analyse consumer behaviours and on-ground performance metrics. Maintained Client relationships by delivering presentations to the clients and updates when required and helped close a deal valued at \$20,000.

### Business Analyst Intern D&H networking, Harrisburg, PA

Jun 2023- Aug 2023

- Assisted the Business Analyst in research, scheduling meetings and communicating with clients in a virtual internship for 4 projects. Transcribed meetings and built User stories for the D&H remote IT team in India. Created Blue works process diagram based on client's needs for the Dev team. Assessed the User interface testing results in Prod Stage.

## PROJECT EXPERIENCE

### Consumer Sales and Performance Analytics Dashboard | R, Python, Tableau

Aug 2024 — Oct 2024

Orchestrated a dashboard project that integrated sales performance data and market trends, generating actionable insights, increasing reliability and facilitating strategic planning sessions, improving overall sales strategy alignment by 25%.

### Apartment Rental Review Website Database Design and Analysis | SQL, Java

Feb 2024 -- April 2024

Developed an efficient database schema with 10 tables, enabling efficient accessibility and reducing average response time by 20%. Used Angular for the frontend, Java for the backend, and a database MySQL to store the data, emphasizing collaboration in development processes

### Exploring Airbnb Listings: Data Extraction, Analysis and Prediction | R, Python, Tableau

Sep 2021 — Dec 2021

Enhanced Airbnb analytics by utilizing R and Python, achieving a 95% price prediction accuracy, and integrated geospatial tokenization into the Tableau dashboard, streamlining strategic insights for market trends and insights.