**ASHISH GHAYTADAK**

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# EDUCATION

**Syracuse University,** Syracuse, New York August 2024 - May 2026

**M.S.|** Information Systems

Relevant Coursework: Information Technology Management and Policy | Introduction to Data Science | Database Administration and Database Management | Information Systems Analysis | Visual Analytic Dashboards | Business Analytics

**Bachelor Of Engineering,** Shivaji University**,** India June 2017 - August 2021

# WORK EXPERIENCE

**Salesforce Developer–** Salesforce Projects, Accenture, Pune, India October 2021 - April 2024

* Improved client’s sales visibility by building dynamic dashboards and automating workflows in Salesforce, which reduced manual reporting by 40% and increased deal closures by 15%. Developed Salesforce and Tableau dashboards, reducing manual reporting time by 40% and enabling real-time insights for sales teams.
* Migrated 50,000+ customer records to Salesforce using SOQL/SOSL queries and REST/SOAP APIs for validation, achieving 99% data accuracy and enhanced sales team access to historical records.
* Developed Apex-based backend logic and Lightning components to streamline CRM workflows, improving performance and user experience for 500+ users.
* Standardized 500K+ customer records by automating data cleansing processes, which enhanced marketing segmentation and increased system utilization by 40%.
* Built machine learning models using Python to forecast revenue and predict churn, improving forecasting accuracy by 20% and reducing churn by 12%.
* Collaborated with cross-functional teams to define KPIs and build real-time reporting tools, enabling better data-driven decisions across Sales, Marketing, and Finance.

# ACADEMIC PROJECTS

**Infinite Play Game Store Database System,** Syracuse University August 2024 - December 2024

* Designed a centralized database system for a gaming retail store, boosting operational efficiency by 25% and increasing customer satisfaction by 15%.
* Built a SQL-based relational database for transactions, inventory, employee performance, and sales trends, improving data retrieval efficiency by 20% and enhancing business decision-making.
* Created data-driven reports identifying peak shopping hours, optimizing staffing schedules, and increasing targeted promotions’ effectiveness by 15%.
* Automated data entry and reporting, reducing manual efforts by 40% and enhancing decision-making for store managers.

**Modelling Energy Consumption to Predict Future Demand,** Syracuse University  August 2024 - December 2024

* Built a model to forecast electricity consumption, reducing power shortages by 15% during extreme temperatures for a South Carolina energy company.
* Streamlined data pipelines, merging energy and weather datasets, boosting model accuracy by 20%.
* Analyzed energy usage patterns, linking temperature and insulation to energy waste, enabling a 10% reduction through targeted recommendations.
* Built a linear regression model with an R² score of 0.89 to predict electricity demand based on temperature variations.
* Developed an R Shiny web app to visualize energy demand trends, enabling data-driven decisions and actionable insights for energy optimization.
* Proposed insulation upgrades and solar panel incentives, achieving a potential 12% reduction in energy consumption for targeted regions.

# TECHNICAL SKILLS

**Languages & Frameworks**: Java, Python, Apex, JavaScript, Lightning Web Components, HTML, CSS, SQL

**Certifications**: Python for everybody, Machine Learning with Python, Salesforce Platform Developer 1, Salesforce Certified Associate, Salesforce Certified Platform app builder.

**Analytics & Visualization**: Tableau, Salesforce Reports & Dashboards, Excel (Pivot Tables, VLOOKUP)

**Development Practices:** Agile (Scrum), Unit Testing, CI/CD, Code Reviews, Debugging & Performance Tuning