

Aashay Zende

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Business Analyst with 4 years of analytics-driven consulting experience, solving complex strategic challenges for global clients, and MS in Business Analytics and BTech in Automobile Engineering. Expert in data engineering (Python, SQL, AWS, Streamlit, R, Java), Business Intelligence (Power BI, Tableau), and financial, data, and business analysis with a proven track record of delivering revenue uplifts and cost savings by using structured problem-solving methodologies and crafting executive-level dashboards and recommendations to deliver actionable insights. Skilled at collaborating with international, cross-functional teams - bridging strategy, finance, product, and tech, to co-create impactful solutions. In addition, I teach programming, 3D design & printing, and robotics at Dudley Street Charter School and Pathway Initiative – TSNE Boston, driven by my desire to empower underserved youth with future-ready technical skills.

EDUCATION

Northeastern University - Boston, MA, United States

Sep 2023 – Dec 2024

Master of Science in Business Analytics

D'Amore-McKim Achievers Scholarship, Dean's Excellent Scholarship, Graduate Teaching Assistant

Manipal Institute of Technology - Manipal, Karnataka

Aug 2018 – Jul 2022

Bachelor of Technology in Automobile Engineering

Department Head at LoopMIT, Technical Head at SAE-IM, Finance and Sponsorship Head at Chords & Co, Organizer for Revels Fest, Senior Associate at The Consulting Club Manipal

STREAMLIT PROJECTS: [Profile Page](#), [Boston Neighborhood Analysis](#), [Indian E-Commerce Consulting Analysis for Amazon Strategy](#), [MISO Survey](#), [Data Engineering – S3 EC2 to Streamlit](#), [Caravana Case Study Analysis](#), [Basic SQL CRUD App – Ecommerce Data](#), [Happy Cow Case Study](#)

SKILLS

Database: MySQL, MS SQL Server, Oracle, Snowflake

BI & Tools: Tableau, Power BI, MS Office, Jira, Streamlit

Languages: Python, SQL, R, Java, C++

Areas of expertise: Data and Business Analysis, Data Visualization, Market Research, Project Management, Agile and Waterfall Methodology

EXPERIENCE

Radiant Consulting, Business Analyst - Boston, MA

Jan 2024 – Present

- Led detailed analyses of merchandising and subscription purchase patterns, delivering recommendations that improved inventory turnover by 10% and reduced stock-out events by 15%.
- Developed interactive Power BI and Tableau dashboards to visualize category performance, churn risk, and campaign effectiveness, driving executive engagement and enabling faster decision-making.
- Supported stakeholder alignment by facilitating data-driven workshops and presenting analytical findings to VP and C-level audiences, bridging the gap between technical teams and business strategy.
- Developed Python and SQL-based forecasting models to anticipate demand and resource needs, boosting forecast accuracy and enabling more responsive replenishment cycles.
- Collaborated across development, QA, and analytics teams to implement Selenium continuous testing—ensuring end-to-end data quality validation on each deployment, with immediate business-risk feedback.

- Supported pilot implementation of a cohort-based customer segmentation model, improving personalization strategies and supporting a shift toward value-based customer lifecycle management.

Clatch Fund, Business Analyst Intern - Boston, MA

Jun 2024 – Dec 2024

- Developed and evaluated multiple time-series forecasting models (ARIMA, Prophet, GARCH), improving accuracy on volatile equity instruments.
- Built SQL-based data pipelines to ingest, clean, and structure options chain and historical price data, reducing manual preprocessing time.
- Implemented automated back-testing frameworks for model performance benchmarking (RMSE/MAE), enabling rapid iteration and selection of the optimal forecasting approach.
- Designed and delivered executive-ready Power BI dashboards that visualized model outputs, volatility scenarios, and P&L projections for trading and strategy teams.
- Collaborated with quant researchers and finance leads to translate technical model insights into clear, data-driven business recommendations for senior stakeholders.

Redseer Strategy Management, Business Analyst - Bengaluru, KA

Feb 2022 - May 2023

- Led workstreams analyzing 12+ e-commerce models in the Benchmarks department to support market-entry and expansion strategies for clients including Amazon, Flipkart, and Reliance; delivered solutions that improved operational efficiency by 18% and reduced customer acquisition costs by 15% using structured problem-solving methodologies.
- Collaborated with client-side strategy leads and senior stakeholders to design tailored go-to-market approaches, directly influencing budget reallocations and marketing optimizations.
- Built data models using Python and R to assess portfolio performance for global investment clients (e.g., Warburg Pincus, Meta, Tencent), contributing to a 28% uplift in portfolio returns through realignment of investment theses.
- Designed and delivered business intelligence dashboards using Power BI, Alteryx, and SQL; enabled leadership to make timely strategic decisions, contributing to a 40% increase in revenue through enhanced contract acquisition and retention strategies.
- Facilitated cross-functional alignment by regularly engaging with client VPs and internal teams to refine product-market fit, improve benchmarking practices, and co-develop over 20 customized operational strategies.

Mahindra & Mahindra, R&D Intern - Mumbai, MH

May 2021 - Jul 2021

- Conducted detailed performance benchmarking and component stress analysis for new automotive prototypes, synthesizing engineering data into actionable recommendations for senior R&D leadership.
- Designed and executed test plans on powertrain and suspension subsystems, capturing key metrics to inform enhancements in product durability and ride comfort and supported engineering documentation and presented findings in technical reports and briefings.

Research Project – LoopMIT, Department Head, Vehicle Dynamics

Mar 2019 – May 2021

- Led mechanical systems for a high-speed Hyperloop pod featured in SpaceX Hyperloop Competition and European Hyperloop Week; designed and simulated chassis and suspension using SolidWorks and AutoCAD, integrating magnetic levitation to optimize performance in vacuum conditions.
- Oversaw prototyping and cross-functional integration post-validation, transforming digital models into a fully functional pod through iterative testing, system-wide alignment, and on-site fabrication with propulsion, braking, and electronics teams.
- Spearheaded sponsorship deals with clients for battery, chassis and software collaborations along with project finance management and mentoring juniors for knowledge and research transfer.