

Aashay Zende

[Portfolio](#) | [Blogs](#) | [Personal Site](#) | zende.a@northeastern.edu | +1 857-397-2290 | [LinkedIn](#)

Professional Summary

As a business analyst with a strong background in data analysis, market research, and content creation, I bring a unique blend of skills that bridge technical and creative domains. My expertise in website design, development, and content creation is complemented by my analytical skills, making me a versatile candidate for roles requiring both technical and creative proficiencies.

Education

Northeastern University

Boston, MA

Master of Science - Business Analytics

Sep 2023 – Dec 2024

Courses: Foundations of Data Analysis, Data Wrangling, Information Visuals and Dashboards, Data Mining & Machine Learning, Business Information Design Quality and Strategy, Marketing Analytics, Operations and Supply Chain Management for Business, Database Management

Manipal Institute of Technology

KA, India

Master of Science - Business Analytics

Aug 2018 – July 2022

Elective Courses: Data Analysis, Engineering Economics and Financial Management, Electronics, Essentials of Management, Optimization Techniques, Engineering Mathematics, Numerical Simulation

Experience

Redseer Strategy Management Consulting

KA, India

Business Analyst

Feb 2022 – Sept 2022

Skills: Portfolio Management, Python, R, Predictive Analytics, PowerBI, SQL, Database Management, Data Analysis, Statistical Analysis, Market Research, Supply Chain Analytics, Financial Modeling, Strategic Consulting, Cross-Departmental Collaboration

- Conducted a granular analysis of 12 distinct e-commerce models against the backdrop of India's dynamic retail landscape, leading to strategic solutions, and achieved an average of 18% boost in operational efficiency, during my tenure, for client companies including Amazon, Flipkart, Reliance and many more.
- Managed investment portfolios for firms such as Warburg Pincus, Meta, and Tencent, leveraging Python and R within an analytics team to transform complex data into actionable investment strategies, resulting in a 28% average increase in portfolio performance.
- Facilitated monthly strategic meetings with VPs and heads of strategy of client companies, for market landscaping and consulting that led to the implementation of 20 plus new strategies and model adaptations.
- Developed a PowerBI dashboard that revolutionized decision-making by analyzing extensive Excel datasets and SQL through cross-collaboration with different departments. Key in revamping client approaches, it boosted revenue by 40% in 10 months via new acquisitions and strengthening of contracts, showcasing the impact of our data-driven advisory.

Projects

LoopMIT, Manipal Institute of Technology

KA, India

Co-Head, Vehicle Dynamics

Feb 2019 – Jul 2021

- As part of a select team of 20 students, we contributed to LOOPMIT's participation in SpaceX's esteemed Hyperloop competition in Hawthorne, California and were selected for the European Hyperloop Week [competition](#). Engineered a hyperloop pod's suspension and chassis, integrating magnetic levitation to minimize drag in vacuum tunnels, propelling us to the competition's final round.
- Established a mentoring scheme for novices in research and simulations, overseeing departmental budgets and progress reporting and led multidisciplinary teams to harmonize the pod's systems, surpassing benchmarks and raising \$5,000 plus high-tech components for development.

Content Creation

- Developed a professional portfolio website using HTML and CSS showcasing my projects and skills: [Portfolio](#)
- Authored and published numerous tech blogs on my personal website, utilizing HTML, CSS, and Markdown: [Tech Blogs](#)
- Created a personal website using Python, focusing on content related to my extra-curricular activities such as art, photography and more: [Personal Website](#) (Some more projects on the personal website: An artificial intelligence chatbot created by me, designed to answer any questions about my professional experience or any other subject like math, history, etc | Analysis and presentation of the Indian E-commerce landscape ([link](#)) | Neighborhood analysis and presentation on the city of Boston for Northeastern University ([link](#)))

Project Websites

Developed various project-specific websites:

MISO Survey Analysis, Northeastern University – [Link](#)

Tools: Python, Artificial Intelligence, pandas, openai, sklearn, matplotlib, streamlit, seaborn

- Presented data analysis, solutions, and an interactive dashboard on MISO survey to the CIO of Framingham State University.
- Create an AI chatbot for the website which is trained to answer any questions and present our analysis on the MISO survey datasets.

Happy Cow Case Study, Northeastern University – [Link](#)

Tools: Python, K Means Clustering, Data Scaling, pandas, numpy, altair, matplotlib

- Analyzed the Happy Cow company case study and compiled comprehensive insights into a website.
- Created an interactive PowerBI dashboard from the datasets which is available on the website.

SQL CRUD Website App - [Link](#)

- Developed a simple CRUD SQL demo app using SQLite3 to demonstrate SQL queries. The data is based on my experience as a business and data analyst in India, significantly altered for demonstration purposes. The app, built using Python's Streamlit library, allows users to perform basic CRUD (Create, Read, Update, Delete) operations on two datasets: one from Flipkart and one from Amazon. It provides an interactive interface for viewing, searching, updating, and deleting data, along with the SQL queries used.

Data Engineering Project - [Link](#)

- This project demonstrates the steps taken to import data from Amazon S3, process it on an EC2 instance, and save the data in a GitHub repository using Streamlit.