

Aashay Zende

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Results-driven Business Analyst with a strong background in data analysis, market research, and strategic consulting. Leveraging advanced analytical skills and proficiency in tools like Python, R, SQL, and PowerBI to drive operational efficiency and optimize marketing strategies. Proven track record in managing investment portfolios and implementing data-driven solutions that significantly boost revenue and performance. Adept at cross-departmental collaboration, stakeholder management and leading projects to successful outcomes. Passionate about transforming complex data into actionable insights to support business growth and decision-making.

Education

Northeastern University

Master of Science - Business Analytics

Boston, MA

Sep 2023 – Dec 2024

Manipal Institute of Technology

Bachelor of Technology – Automobile Engineering

KA, India

Aug 2018 – July 2022

Experience

Redseer Strategy Management Consulting

KA, India

Business Analyst

Feb 2022 – May 2023

- 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. Tactics directly led to a 30% reduction in customer acquisition costs, while simultaneously optimizing marketing expenditures.
- 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.

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.

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

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

- 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.

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.