

# ATHARVA YEOLA

+1 8582203508 | [✉ atharvayeola12@gmail.com](mailto:atharvayeola12@gmail.com) | [in/atharvayeola](https://www.linkedin.com/in/atharvayeola) | [/atharvayeola](https://github.com/atharvayeola) [/atharvayeola](https://www.kaggle.com/atharvayeola)

## SUMMARY

Data Analyst with experience transforming complex behavioral and operational data into actionable insights that drive business growth and decision-making. Skilled in collaborating cross-functionally to deliver measurable impact through data storytelling, dashboarding, and experimentation.

## EDUCATION

### University of California San Diego (UCSD)

Master of Science (M.S) – Data Science & Machine Learning

Sep 2023 – Jun 2025

San Diego, USA

### Pune Institute of Computer Technology (PICT)

Bachelor of Engineering (B.E) – Electronics & Telecommunication

Aug 2019 – Jun 2023

Pune, India

## WORK EXPERIENCE

### Data Analyst

Jul 2024 – Jun 2025

Qualcomm Institute - UC San Diego Division of Calit2

San Diego, USA

- Headed the **causal analysis** of impact of the U.S. sports betting on gambling addiction via synthetic control and time series forecasting; quantifying a 23% nationwide increase in addiction.
- Created HIVTrends.org, a live dashboard that tracks weekly uptake of at-home HIV test kits; adopted by internal product and public health partners, cutting ad-hoc data pulls by ~50% and steering campaign-budget decisions.

### Data Scientist, Product

Aug 2022 – Apr 2023

RhythmFlows Solutions Pvt. Ltd

Pune, India

- Analyzed **user interaction** data from a mental-health music app to develop a track recommendation strategy in collaboration with psychiatrists; **improving engagement metrics** (NDCG@10 by 18%, Hit-rate@5 by 14%).
- Led a two-week **A/B test** across 20K user sessions to compare recommendation strategies; treatment variant **increased CTR** by 33% and **session duration** by 20%, directly informing Q2 feature adoption goals.

### Analytics Engineer

Jan 2022 – Jun 2022

Atomic Loops

Pune, India

- Spearheaded a **cross-functional team** to monitor real-time conveyor performance by tracking **operational KPIs**; analyzed detection data that correlated with a **30% increase** in customer footfall and improved operational visibility.
- Collaborated with Hardware, Ops, and Product teams to align physical operations with system latency; delivered **actionable dashboards** that supported a **12% MoM revenue boost** and **reduced food waste by 5x**.

## PROJECTS

### EngageSphere – Social Media Analytics Dashboard | Power BI, DAX, Data Modeling

- Built an interactive Power BI dashboard analyzing 12B+ views, 1B likes, and 2B total engagement scores across Instagram, TikTok, Twitter, and YouTube.
- Enabled insight slicing by region, platform, and content type; visualized hashtag trends, user engagement levels, and post performance to support marketing strategy.

### Superstore Analytics Pipeline | PySpark, SQL, Plotly Dash, Cohort Analysis, RFM Segmentation

- Developed a medallion-architected ETL pipeline (Bronze→Silver→Gold) on 10k+ Superstore rows, automating daily parquet and SQLite table refreshes.
- Modeled a star schema in SQLite (dim\_date, dim\_category, dim\_region, fact\_sales), powering an interactive Plotly Dash dashboard of sales trends, margins, and top customers.

### E-commerce Funnel Analysis | PySpark, SQL, Plotly Dash, Cohort Analysis, RFM Segmentation

- Processed 5 nested ZIPs of click-stream data with PySpark (2M+ events), computed session-level funnel metrics (view→cart→purchase) and identified a 96% cart-to-purchase drop-off point.
- Built advanced analytics—RFM segmentation, cohort retention tables, and 6-month sales forecast with Holt-Winters—exposed via a self-serve Dash app replacing manual Looker reports.

## TECHNICAL SKILLS

Programming – SQL, Python, R, Pandas, NumPy, dplyr, Jupyter, VBA

Data Management – Excel, MySQL, BigQuery, Redshift, ETL, Google Analytics, Snowflake

Visualization Tools – Power BI, Tableau, Plotly, Seaborn, Matplotlib, ggplot2, Metabase

Cloud & Deployment – AWS, Git, GitHub Actions, GCP, Data Studio

Other – Statistics, A/B Testing, Experimentation Design, Cohort Analysis, Segmentation, Forecasting