

Bitanya Darge

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EDUCATION

Augustana College

B.A in Data Science & Neuroscience

Rock Island, IL

Expected Graduation: May 2027

Relevant Coursework: OOP, Data Structures & Algorithms, Machine Learning, Applied Business Statistics, Data Engineering, Data Analysis, Statistics & Probability

EXPERIENCE

Technical Product Support

Mar 2025 – Present

John Deere

Rock Island, IL

- Consolidated **10,000+** scattered tool records into a structured, searchable product portfolio, improving accessibility and reducing lookup time.
- Designed **Power BI** dashboards to track **KPIs** and usage, cutting decision-making time by **20%**.
- Automated data retrieval pipelines using **SQL** and **Databricks**, replacing manual lookups and reducing engineers' prep time by **80%**.
- Analyzed dealer and customer behavior to recommend structured web layouts, improving usability and adoption.

Product Analyst

May 2025 – Present

OSL

Remote

- Collected and analyzed engagement data from **250+ students**, identifying usage patterns that guided product roadmap decisions
- Developed dashboards in **Power BI** and **Excel** to track feature adoption, enabling real-time adjustments to improve outcomes
- Applied the **RICE framework** with analytics insights to prioritize development, delivering MVP **30% faster**
- Designed and tested inclusive UI prototypes in **Figma**, improving accessibility scores by **40%**

UI/UX Designer

Feb 2024 – May 2024

EDGE

Rock Island, IL

- Designed and launched responsive websites for local businesses, increasing engagement scores by **10 points**
- Implemented **A/B testing** to refine site features, raising retention rates
- Reduced downtime by **5+ hours/week** through proactive performance monitoring and optimizations

PROJECTS

Node | Product Analytics, Figma, Agile, Jira, React, PostgreSQL, Firebase

- Directed analytics and design for a student platform connecting **500+** students and **50+** clubs, boosting event participation by **35%**
- Tested Figma prototypes with insights from **100+ surveys**, improving accessibility and adoption
- Built usage dashboards that guided programming decisions for student leaders

SaaS Retention Prediction Model | Python, Pandas, NumPy, scikit-learn, Tableau

- Developed predictive model with **87% accuracy** to flag at-risk subscribers, enabling outreach projected to cut churn by **15%**
- Built **Tableau dashboards** to visualize churn drivers, reducing time-to-decision by **20%**

LEADERSHIP & EXTRACURRICULAR INVOLVEMENT

Founder & President

May 2025 – Present

Data Analytics Club

Augustana College

- * Founded and grew the club to **100+ active members**, leading workshops, case competitions, and applied projects using Python, SQL, and Tableau to solve real campus challenges and build professional skills.

Resident Advisor

Aug 2025 – Present

Office of Residential Life

Augustana College

- * Managed a diverse community of **96+ residents** across multiple apartment buildings, organizing engagement events, mentoring students on academics and well-being, and fostering an inclusive living environment.

Senator & Marketing Chair

Oct 2024 – May 2025

Student Government Association

Augustana College

- * Developed a **Power BI** tracker to measure event reach and visibility, and led targeted campaigns that boosted student participation by **30%**, strengthening organizational reputation and campus engagement.

TECHNICAL SKILLS

Languages: Python, SQL, R, Java, JavaScript, TypeScript

Frameworks: Pandas, NumPy, scikit-learn, React, Node.js, Next.js

Tools: Tableau, Power BI, Excel, PostgreSQL, Firebase, Figma, Git, Jira, Azure DevOps

Concepts: Data Analysis, Predictive Modeling, Visualization, A/B Testing, Product Analytics, UX Research