CHELSEA PINTO

chelsea.pinto7@gmail.com
Portfolio Website
LinkedIn

Skills

- SQL (SQL Server)
- Python (pyodbc, matplotlib, seaborn, pandas)
- Statistical Analysis and Modeling
- Data cleaning and Preparation
- Collaborative
- Tableau
- Excel (VLookup, Conditional Formatting, Pivot Tables)
- A/B Testing and Experiment Design
- Problem Solving Ability & Emotional Intelligence

Projects

Data Analytics and Dashboard Development for Pandemic Response – Personal Project

- Analyzed **81,060** rows of daily global COVID-19 data using **SQL** to track incidence rates, case fatality rates, and the effectiveness of countermeasures, such as vaccination coverage.
- Developed an **interactive Tableau dashboard** to visualize key COVID-19 metrics, enabling policymakers to monitor trends and assess the impact of interventions, including the effect of the stringency index on incidence rates.
- **Integrated Python with SQL Server** for advanced analytics, identifying correlation between vaccination rates and mortality and the impact of stringency measures, population density, and general health indicators on this relation

Data Cleaning and Pre-Processing of IMDB Movies Data– Personal Project

- Cleaned and pre-processed **178,617** rows of data using **Python (pandas, and NumPy)** resolving missing values, duplicates, and inconsistencies to ensure data accuracy and reliability.
- Integrated and transformed data by **normalizing variables, converting text into numbers**, and preparing datasets for exploratory data analysis (EDA) and visualizations.
- Optimized code performance by replacing loops with vectorized operations, achieving up to a **1687× speedup and a 99.94%** reduction in execution time

Automated Web Scraper for Product & Price Data from an E-commerce site and its AnalysiS – Personal Project

- Developed an **automated web scraper** using Python (**BeautifulSoup, Requests**) to track price and product rankings for the top 100 smartphones listings in India during the Republic Day sale, collecting data at 30-minute intervals.
- Cleaned and analyzed **12,672** rows of data to identify price trends on different sale days across brands and price segments.

Work Experience

PRODUCT MARKETING ASSOCIATE – MEDIA.NET   June 2022 – August 2023

- **Increased revenue** by analyzing conversion touchpoints and identifying low-performing areas. Designed and collaborated with cross-functional teams to conduct **A/B tests**, optimizing lead generation websites for different user flows from **Google Ads, Facebook, and other traffic sources**.
- **Monitored** live experiments using **Tableau**, identified performance issues, and troubleshot anomalies in real-time. Recommended website enhancements based on **data-driven insights**.
- **Performed market research** to uncover opportunities for traffic acquisition from **social media channels**, leading to higher engagement and conversion rates.
- **Boosted click-through rates (CTR)** by designing, testing, and refining marketing collateral through **data-backed experimentation**.

SALES INTERN – SQUARE SEQUEL CONSULTING PVT. LTD.   April 2020 - June 2020

- **Identified conversion trends** by analyzing prospect data manually through LinkedIn research, recognizing that HR professionals were the most receptive audience for Design Thinking Courses.
- **Optimized lead targeting strategy** by focusing outreach efforts on high-potential HR professionals, improving conversion rates.
- Refined sales outreach by **data-driven decision-making**, successfully selling courses with an improved targeting approach.

TEACHING VOLUNTEER – TOUCHING LIVES NGO   August 2019 - November 2019

- Coached under-privileged students of various age groups on subjects such as Mathematics, Science and English. Especially focused on a 10th standard student to help her pass her SSC exams

Education

B.A. ECONOMICS & STATISTICS – St. Xavier's College (Autonomous), Mumbai   2019-2022
C.G.P.A.= 9.91/10

HSC (SCIENCE) - Sathaye College, Mumbai   2019
Percentage: 83.54% (Scored in the top 1% of Maharashtra School Board)

SSC - Mary Immaculate Girls' High School, Mumbai   2017
Percentage: 92.4%