

# Aishwarya Katar

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## PROFESSIONAL SUMMARY

Dynamic professional with a strong background in client relationship management, team leadership, and strategic decision-making. Skilled in leveraging Python, data visualization, and statistical analysis to generate actionable insights and drive business outcomes.

## PROJECTS

### E-news Express Project

Nov 2024 – Dec. 2024

- Conducted statistical analysis, A/B testing, and data visualization to evaluate the effectiveness of E-news Express's new landing page in attracting new subscribers using metrics like conversion status and time spent on the page.
- Analyzed the relationship between conversion rates and preferred language to draw actionable insights for subscriber engagement.

### FoodHub Order Analysis using Python

Oct 2024 – Nov. 2024

- Analyzed customer order data from an online food aggregator to derive actionable insights for business improvement, addressing key questions shared by the Data Science team.
- Performed data exploration and analysis to identify trends, customer preferences, and areas for optimizing operations and enhancing user engagement.

## EXPERIENCE

### Associate Personal Banker

Nov 2023 – Apr 2024

*Austin, TX, USA*

*WELLS FARGO*

- Facilitated banking transactions, including account opening, personal loans, and credit card services, with a focus on customer satisfaction and financial responsibility.
- Provided exceptional customer service by efficiently handling account service requests, enhancing customer experience and retention.
- Developed strong analytical skills by assessing clients' financial situations and providing appropriate banking solutions.
- Conducted risk assessments and compliance checks to ensure adherence to banking regulations and policies.

### Relationship Manager - Banking and National Distribution

Oct 2020 – Jan 2022

*UTI MUTUAL FUND*

*Pune, Maharashtra, India*

- Generated \$10M total lumpsum allocation for UTI Small Cap Fund (NFO) through the Mutual Fund Distributor (MFD) retail channel, contributing 20% to sales target.
- Activated noncontributing MFDs with substantial AUM, increasing engagement and sales by 20%.
- Secured tie-ups for UTI Equity Fund and other schemes, ensuring their inclusion in the product approved list for banks and National Distributors (NDs).
- Achieved \$16M in lump-sum investments for UTI Focused Equity Fund (NFO) through strategic presentations and motivation of banks and NDs.
- Activated the Bank of Baroda Radiance Channel, generating \$25M in sales within one month.
- Provided comprehensive training to interns and new joiners, enhancing their skills and establishing effective relationships with assigned counters.

### Marketing and Sales Intern

June 2019 – July 2019

*GODREJ PROPERTIES*

*Pune, Maharashtra, India*

- Pitched the Emerald Thane project to employees, selling 3 apartments worth \$50M.
- Achieved \$60M in sales through direct, channel partner engagements, price negotiations, and strategic tie-ups.

## SKILLS

**Technical Skills:** Python, Exploratory Data Analysis (Variable Identification, Univariate Analysis, Bi-Variate Analysis), Hypothesis Testing, A/B Testing, Data Visualization, Statistical Inference

**Financial and Business Skills:** Deal Negotiation, Business Tie up B2B, Relationship Management, Equity and Debt Capital Markets, Risk Management, Client Management, Customer Engagement

## LICENSES

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- Texas Life and Health Agent (Valid 2023 - 2025)

## EDUCATION

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**Texas McCombs School of Business - UT Austin**  
*Post Graduate Program, Data Science and Business Analytics*

Austin, TX

**AMITY UNIVERSITY**  
*Master of Business Administration, International Business*

Navi-Mumbai, Maharashtra, India

**Bharati Vidyapeeth University**  
*Bachelor of Technology, Electronics Engineering*

Pune, Maharashtra, India