

# Aleena Scaria

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## Profile

Data and Strategy Professional with 5 years of experience leading cross-functional teams in delivering strategic business intelligence. Proven expertise in synergizing quantitative data with qualitative research to drive actionable decision-making. Skilled in client management, consumer sentiment analysis, and converting complex datasets into compelling visual stories.

## Professional Experience

**Assistant Manager** | Market Research and Data Analytics Team | Benori

(Progressed from Analyst to Senior Analyst to AM)

Sep, 2020 - Present

- **LLM-Driven Sustainability Tracking:** Spearheaded a flagship Net Zero initiative tracking 4,000 global companies. Architected a Python-based pipeline using Large Language Models (LLMs) to extract and classify ~250,000 data points across 64 ESG KPIs, reducing manual research time by 40%
- **BI Dashboard Engineering:** Led the end-to-end development of interactive Power BI dashboards for an Insurance client. Integrated unstructured data sources via SQL to visualize unified KPI metrics, enabling real-time decision-making for marketing teams
- **Database Modernization:** Directed a data cleaning and migration project for a UK-based Healthcare Investment firm. Oversaw a team of 9 analysts in structuring proprietary datasets to improve the accuracy of investment algorithms
- **Market Entry Strategy:** Conducted a comprehensive multi-country market sizing exercise for a German manufacturing client. Utilized forecasting and secondary research to evaluate economic indicators, directly informing the client's expansion into the Middle East
- **Consumer Sentiment Analysis:** Managed multiple "Voice of Customer" projects for B2B/B2C clients. Synergized quantitative survey data with qualitative open-ended text analysis to identify pain points and recommend product improvements
- **Thought Leadership:** Authored strategic whitepapers and sector reports for global consultancies. Synthesized financial modeling with qualitative market trends to provide actionable recommendations to C-suite leadership
- **Visual Storytelling & Reporting:** Authored thought-leadership reports and created interactive dashboards (Power BI/Excel) to narrate complex market trends. Focused on the "quality of delivery" by converting raw analysis into visually compelling, actionable presentations for senior leadership
- **Sustainability & Brand Perception:** Implemented a sustainability analysis project for a global think tank. Developed a qualitative scoring framework to evaluate ESG performance, analyzing corporate governance reports and social impact metrics to benchmark leading asset management firms
- **Client Advisory:** Serve as the primary engagement manager for Tier-1 global clients. Successfully translated complex technical data into strategic narratives, resulting in a 20% increase in repeat business from key accounts

## Technical Skills

Primary and Secondary Research | Data Analysis and Visualisation | Survey Data Analysis | Market Intelligence and Reporting | Research and Strategy | Business Intelligence Reporting | Advanced MS Office – Excel, PPT | Power BI | MySQL | Python Programming | Introductory Tableau | Project Management – Client and Vendor Side |

## Educational Qualifications

### University of Edinburgh | Scotland

Post Graduate Diploma in Data Science

Sep, 2018 – Dec 2019

Data Mining and Pattern Recognition, Database Management (MySQL), Machine Learning (Regression and Classification)

### St. Stephen's College | Delhi University

Bachelor of Science (Hons.) in Physics | Minors in Mathematics

Jul 2015 – May 2018

### St. Xavier's Sr. Sec. School | Delhi

High School Diploma | Science Stream (Physics, Chemistry, Math, Computer Science)

2002 – May, 2015

## Scholarships and Awards

### SMAT Scholar | 2013

Participated in the pilot project on “Identification of Gifted Children in Science and Mathematics” by the Office of Scientific Advisory to the Government of India

### INSPIRE Scholar, DST | 2015

Secured Scholarship from the Department of Science and Technology (DST), Government of India for securing rank in the top 1% nationwide in Class 12 (Plus Two) in CBSE Board Exams

## Certifications

### META Database Engineer Professional Certificate (Hyper-linked)

- [Introduction to databases](#)
- [Version Control](#)
- [Database Structures and Management with MySQL](#)
- [Advanced MySQL Topics](#)
- [Programming in Python](#)
- [Database Clients](#)
- [Advanced Data Modelling](#)