Damini Vichare

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Education

Master of Science in Data Analytics, San Jose State University Jan 2023 - Jan 2025

Bachelor of Engineering, Information Technology, University of Mumbai Aug 2014 - Jun 2018

Skills

Data Analytics: Data Cleaning, Data Wrangling, Data Mining, Descriptive & Predictive Analytics, Data Visualization.

Tools/Technologies: SQL, Python, Excel, Tableau, Power BI, Google Analytics, GCP (BigQuery), AWS (Redshift)

Statistical Techniques: A/B Testing, Regression Analysis, Time Series Forecasting, Customer Segmentation.

Expertise: Customer Behavior Analysis, Conversion Rate Optimization, Churn Analysis, Product Performance Metrics.

Work Experience

Teaching Assistant, Department of Applied Data Science, SJSU Jan 2024 - Present

- Collaborated with professor to facilitate lab sessions and workshops on Big Data Technology, guiding students on practical applications of tools like Apache Spark and Kafka in Machine Learning and Data Science.

Data Science Intern, Samsara May 2024 - Aug 2024

- Analyzed, processed and developed interactive data visualizations in Databricks on large IoT datasets using Python and SQL, identifying KPIs that informed product performance improvement, reducing customer downtime by 15%
- Assisted in updating real-time data pipelines using PySpark in Databricks, which optimized the ingestion of streaming data, improving the overall speed.

Senior Data Analyst, Sainsbury's via Accenture Aug 2020 - Jan 2023

- Analyzed large datasets related to customer purchasing behavior using Python(pandas, numpy, matplotlib), SQL, and Excel, identified key trends and actionable insights that contributed to a 10% increase in online sales.
- Utilized Python to build customer segmentation models, enabling the product team to develop data-driven strategies, enhancing both user satisfaction and business outcomes.
- Partnered with inventory management teams to perform SKU-level analysis using Tableau and SQL, leading to a 10% reduction in stockouts by identifying underperforming products from the supply chain.
- Conducted pricing elasticity analysis on key product lines using Python to determine optimal pricing strategies, resulting in a 5% increase in profit margins without impacting customer demand.

Data Analyst, Mirum Digital Dec 2019 - Jul 2020

- Implemented campaign performance tracking using Google Analytics and SQL, providing critical insights that improved the efficiency of digital advertising efforts, resulting in a 12% increase in ROI on marketing spend.

Data Analyst, Procter & Gamble via Accenture Aug 2020 - Jan 2023

- Implemented data cleaning processes using Python to standardize consumer and product data, improving data accuracy which resulted in 20% faster data processing.
- Collaborated with product marketing teams to perform in-depth market basket analysis using SQL and Python, leading to cross-selling initiatives that increased average basket size by 8%.
- Designed and maintained dynamic Power BI dashboards to monitor daily sales performance and customer behavior across various digital platforms, improving real-time decision-making for the leadership team.

Projects

End-to-End Data Engineering Project - Ecommerce | *GitHub*

- Designed and implemented a full data pipeline, from ERD diagram to ETL processes, using SQL to integrate and structure large eCommerce datasets. Conducted advanced data analysis on customer behavior and product performance, delivering actionable insights for business optimization.

Demand and Supply Data Analysis for Uber | *GitHub*

- Conducted in-depth analysis of Uber's city supply and demand data using Python and SQL, identifying peak demand periods, busiest shifts, and optimizing driver schedules for improved efficiency. Identified key insights on zero-to-eyeball ratios, trip completion trends, and demand-supply mismatches, which will contribute to data-driven strategies for better driver allocation and service optimization.

Customer Purchase Behavior Analysis for Walmart | *GitHub*

- Analyzed customer purchase behavior using Pandas and Numpy to explore spending patterns across different genders and other factors. Investigated differences in spending habits between male and female customers during Black Friday, identifying key trends and insights and visualized data using matplotlib.