Parina Kolhe, MS, MBA

San Francisco - 94110 | 6283585297 | [parinakolhe@gmail.com](mailto:parinakolhe@gmail.com) | [LinkedIn](https://www.linkedin.com/in/parinakolhe) | [Github](https://github.com/ParinaK) | [My Project Portfolio (PM+ Analytics)](https://www.parinakolhe.com/)

# PROFILE

Post-M.B.A. experience of 6+ years driving revenue and user base for App and Web digital products for Samsung. Experience with BI tools like Power BI. Launched B2C product from 0-1 launch. Handled marketing data in B2C and B2B

**Tools:** SQL (MySQL), Power BI (Power Query, DAX), Tableau, Snowflake, Python (Panda), ETL, Excel, R, Google Analytics, AWS, JIRA, Salesforce CRM, Hubspot, Google Ads **Certifications:** Google Analytics, Google Tag Manager, Databricks Lakehouse Fundamentals, Databricks Generative AI, Lean Six Sigma Green Certification

**Skills:** Data Analytics, Product Management, Customer Success, Marketing Analytics, Product Analytics, GTM

# EDUCATION

Masters of Science in **Business Analytics** (STEM) | **University of California, Davis, CA, USA** 2022-2023

Masters in Business Administration (**MBA**) Marketing | **Indian Institute of Management, Ranchi, India** 2015-2017

B. Tech in Electronics and Telecommunication | SGGS Institute of **Engineering** and Technology, India 2010-2014

**WORK EXPERIENCE**

**Business Intelligence Manager** Jun 2024 - *Present*

Agile Datapro Inc | San Francisco, CA

*A San Francisco based start-up delivering analytics and Power BI solutions for client base*

* Streamlined and automated business report in **Power BI utilizing SQL database** saving reporting time **10 hrs/week**

**Graduate Teaching Assistant** Sep 2023 – May 2024

University of California Davis | San Francisco, CA

* Worked closely with Marketing professor on research work to optimize bike parking station availability by

understanding patterns of rider’s behavior by analyzing massive bike sharing data for Divvy Bikes (Operated by Lyft)

**Analytics Manager** Aug 2022 – July 2023

Changebridge Inc | San Francisco, CA

*A change management consulting start-up delivering change management services through researched frameworks*

* Built out the data and reporting infrastructure from ground up using **Power BI and SQL (Redshift)** to provide insights for B2B sales pipeline and key business KPIs resulting in **40% increase i**n **ARR**
* Automated a Power BI report for sales team using filters, parameters, and calculated sets that automatically qualified sales leads improving **customer conversion rate by 15%** & worked cross functional for standardizing data definitions

**Manager, Technology Strategy Team** May 2017 - Jul 2022

Samsung Research Institute | Bangalore, India

*Worked directly under Managing Director for Samsung India (second largest Research Centre) for smartphone*

* **Market Analysis:** Created reports on marketing trends by analyzing market trends, customer feedback, sales sentiments, and competitors' product analysis. Utilized Voice of Customer (VoC) data to improve **e-commerce sales**
* **Cross-Functional Team Leadership:** Led a cross-functional team **marketing, sales, product & external partners**
* **Product Management**: Analyzed, quantified, and articulated trade-offs for the **researcher B2C community app**

(Samsung PRISM) that targeted sales to millennials through **Samsung e-store** contributing to **$11M revenue**

* Defined business KPIs by understanding user needs and user stories to support conversion rate, traffic KPIs to support marketing decisions from **audience targeting, segmentation, marketing attribution** and **campaign performance**
* Created interactive cohort analysis report on Power BI for product team with global filters and parameters that helped improve **monthly retention by 20%** for millennial target segment for Samsung B2C community app
* **ML Modeling:** Created a propensity model using **2.1M customer data** (Used SQL with Redshift) by analyzing product sales data, building insights for sales team to identify high-value customers & prioritize opportunities, resulting in a **75% decrease in Customer Acquisition Cost (CAC) & 30% increase in Return on Ad Spend (ROAS).**
* **Customer Success:** Submitted quarterly reports for the B2C community app to improve **+10 points NPS** for program
* Developed **A/B testing** plans that contributed to a **25% improvement in feature implementation** effectiveness and reduce **churn rate by 12 basis points**
* Requirement gathering and documentation (BRD, User Stories), Manage blogs, articles, PR launch, trainings