

Divisha Jain

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SUMMARY

Business minded data analytics professional with 3+ years of experience in delivering valuable insights via advanced analytics and machine learning techniques for Fortune 500 clients across Manufacturing, Retail and Life Sciences & Healthcare domain.

EXPERIENCE

Summer Intern

June 2023 - August 2023

Analog Devices | Boston, MA

- Automated the quarterly report generation by implementing DAX queries and functions in **Power-BI**, reducing turnaround time by 20% and improving employee efficiency.
- Improved robustness of manufacturing yield planning process by building **machine learning models** to predict batch variation and lower process yield, leading to 5% increase in production capacity and resilient operational framework.

Associate Data Analyst

February 2020 - December 2022

Clarivate | Delhi, India

- Developed and launched an **automated Tableau dashboard** by mining multi-source database using **SQL queries in Snowflake**, generating annual revenues of more than \$2 Million, and achieving a 25% increase in customer retention.
- Spearheaded development of a **simulator** that leverages **conjoint analysis** for 100+ products to understand key product features, enabling better decision making on product portfolio management.
- Designed Power-BI report to predict future sales of 50+ products using **advanced forecasting model** with projections for next 10 years, thereby anticipating market trends and future growth strategy.
- Assisted marketing team to revamp customer retention strategy by building **churn prediction model** to target customers with high risk of attrition, increasing retention rate by 10%.

PROJECTS

Marketing Analytics | J.D. Power

September 2023

- Determining customer segmentation using **clustering analysis** across industries including banking, insurance, travel, and automobile. Further, analyze key drivers for higher digital engagement and better decision making on digital strategy.

Digital Marketing Analytics | Qrious Insights

April 2023

- Analyzed digital behavioral data using **association rules** and **textual analysis** leveraging Python to provide insights on co-purchase behavior and SEO (Search Engine Optimization) strategies.

Payment Default Detection | Capital Services

March 2023

- Developed a **classification model** to flag potential credit card payment defaulters using gradient boosting models with over 80% accuracy – **securing podium place** in the national competition.

EDUCATION

M.S. in Business Analytics and Data Science

Expected December 2023

Michigan State University | 3.97/4.0

M.S. in Pharmaceutical Sciences

June 2017

National Institute of Pharmaceutical Education and Research (NIPER) | 3.9/4.0

ACTIVITIES, HONORS & SKILLS

Technical Skills: SQL, Python, R Programming, Data Libraries (Numpy, Pandas, Scikit Learn, Matplotlib, PySpark), Hive, Snowflake, Databricks, Google Analytics, Tableau, Power BI, MS Excel, PowerPoint.

Core Competencies: Marketing Analytics, Data Visualization, Data Mining, Machine Learning, Regression and Classification Models, Predictive Analytics, Statistical Modeling, A/B testing, Deep Learning, Analytics Consulting.

Accolades: Clarivate Spot Award (Aug 2020) & Value Champion Award (Jul 2021).

Volunteer: Global Mentorship Initiative, Mentor.