

PURVA VASWANI

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EDUCATION

- University of Illinois Urbana Champaign, Champaign, IL** | *MS – Business Analytics* **Aug 2023-May 2024**
- MSBA Student Leadership Council-Gies College of Business
- University of Edinburgh, Edinburgh, UK** | *MSc – International Business & Emerging Markets* **Sep 2019-Oct 2020**
- Student Ambassador-University of Edinburgh Business School
 - Recipient of Edinburgh Award for Professional Development
- MEDICAPS UNIVERSITY, INDORE, INDIA** | *BE – Electronics and Communication* **Aug 2013-Jun 2017**

SKILLS

ANALYSIS SKILLS: SEO, Data Analysis, Market Sizing, Market Opportunity Analysis, Forecasting, Consumer Behavior Analysis, Competition Mapping, Strategy Building, Quantitative & Qualitative Analysis, Financial Modeling, Marketing, S&OP Planning
PROGRAMMING LANGUAGES: R, SQL, Python, C/C++, MATLAB
DATA ANALYSIS & VISUALIZATION: SAS, Knime, Tableau, Power BI, Google Analytics, SPSS, MS Excel (Advanced)
CLOUD COMPUTING & BIG DATA TECH: AWS (S3, EC2, Redshift, Glue, Athena, RDS), Google Cloud Platform (Hadoop, MapReduce, Spark, HBase, HDFS, Hive, Apache), Mongo DB

WORK EXPERIENCE

- GRAYBAR | CHICAGO, ILLINOIS, UNITED STATES** | *Sales Data Analyst-Team Lead (Business Practicum)* **Sept 2023–Present**
- Led development of predictive model using techniques like Catboost (accuracy of 90%) for inventory approval decisions
 - Conducted data quality assessment and preprocessing in Python to ensure accurate sales predictions
 - Implemented ML models for forecasting future request labels, optimizing inventory stocking decisions
- ILLINOIS BUSINESS CONSULTING | CHAMPAIGN, ILLINOIS, UNITED STATES** | *Consultant* **Sept 2023–Dec 2023**
- Developed marketing strategy for HR Consulting, focusing on client acquisition and MBE/WBE integration
 - Created actionable plans for SEO, AI chatbot development & effective content management to drive lead generation
- JOHNSON MATTHEY | ROYSTON, UNITED KINGDOM** | *Marketing Analyst -CLEAN AIR HEAVY DUTY* **Apr 2022–Mar 2023**
- Led Heavy Duty Automotive market intelligence, tracking KPIs across Market, Product, Customers, & Competitors
 - Developed & deployed fully dynamic dashboards helping achieve a 100% visibility into market and sales planning insights
 - Improved S&OP processes, boosting regional sales productivity by 10%
 - Coordinated Excel-based model development, utilizing Power Query & Pivot tools to access 25% of unexplored market
 - Generated quarterly market share analyses, tracking a consistent 3.5% q-o-q growth in the global CA segment
- JOHNSON MATTHEY | ROYSTON, UNITED KINGDOM** | *Commercial Market Analyst -BATTERY MATERIALS* **Feb 2021–Mar 2022**
- Prepared comprehensive automotive electrification landscape using market intelligence data
 - Analyzed market across value chain levels, from raw materials to electric vehicles
 - Enhanced data integrity by 5% by transferring and developing value chain databases interfacing with CSR/CRM
 - Harmonized approaches with cross-functional teams, resulting in 3% revenue growth in a quarter
- FUTURE MARKET INSIGHTS | PUNE, INDIA** | *Associate Consultant* **Jun 2017–Jul 2018**
- Conducted market sizing, forecasting, and detailed company profiling using Microsoft Excel models
 - Transformed complex data into concise tables, graphs, and written reports for clear communication
 - Achieved 2.3% quarterly revenue growth by tracking sales and analyzing competitive landscapes
- KPIT CUMMINS INFOSYSTEMS | PUNE, INDIA** | *Product Development Intern* **Jul 2016- Aug 2016**
- Spearheaded research and development of wearable Smart Glasses, integrating cutting-edge AI technologies
 - Innovated a new design for optical head-mounted displays (OHMD) leveraging AI, resulting in 4.5% market share increase

CERTIFICATIONS

- HubSpot** – SEO Certification/ Social Media Marketing
- DataCamp** – Intermediate SQL/ Understanding Machine Learning/ Introduction to Python/ CI/CD for Machine Learning
- University of Illinois** – Inferential & Predictive Statistics/ Exploring & Producing Data
- Google** – Google Data Analytics Professional Certificate (Advanced Excel, R, Tableau, SQL)
- Google** – Beginner & Advanced Google Analytics/ Introduction to LLMs & Generative AI / AI Powered Performance Ads
- University of California** - Finance for Non-Finance Professionals

PROJECTS & RESEARCH WORK

- Big Data and Cloud Migration** **Mar 2024**
- Led AWS cloud migration and real-time bus tracker implementation for a public transit agency, utilizing AWS services (S3, RDS, Redshift, Athena, Glue) resulting in a 20% increase in operational efficiency
 - Executed a Hadoop (HDFS, Hive, HQL) migration for a ML startup on GCP(Dataproc), enhancing data processing scalability
- The Impact of Culture on Leadership Adjustment of Expatriate Managers** (Distinction-82%) **Sept 2020**
- Worked with 20 executive expatriates over a period of 6 months, working in India to develop hypothesis on cross-cultural leadership and how it leads to progress of global companies