Vishnu Vaibhav Binde

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Education

University of the Pacific, Stockton, CA
Masters of Science in Business Analytics Aug 2024 – May 2026

Sri Dev Suman Uttarakhand University, India
Bachelor of Science in Agriculture Aug 2019 – Aug 2023

Projects

Rural Agricultural Work Experience Project – Sri Dev Suman University Jan 2023 – Jun 2023

- Collected and cleaned **700+ rural survey records**; executed **SQL queries** to filter, join, and aggregate household, crop yield, and income datasets.
- Built **Excel dashboards** (Pivot Tables, slicers, trend charts) to visualize income distribution, fertilizer adoption, and yield variability across households.
- Applied **statistical models** (correlation, regression, cost–benefit analysis) and Python (Pandas, Matplotlib) to compare farming systems, showing **30% higher efficiency in organic practices** and identifying strategies for **15–20% profitability gains**.

Wine Analytics Project – MSBA 285, University of the Pacific Feb 2025 – May 2025

- Scraped, cleaned, and integrated **5,200+ wine records** across Total Wine, Wine.com, and Vivino using **Python (BeautifulSoup, Selenium, EasyScraper)**; structured datasets in **Google BigQuery** and executed SQL queries for aggregation and trend analysis.
- Developed interactive **Grafana dashboards** (overview and distributor-specific) enabling real-time visualization of **pricing distributions, customer ratings, varietal/region breakdowns, and ABV relationships**, improving reporting efficiency by **40%**.
- Applied **descriptive statistics, correlation, and regression models** to identify attribute-level drivers of customer satisfaction, revealing that **organic varietals scored 30% higher in satisfaction-to-price ratio**.
- Generated **data-driven recommendations** that optimized promotional strategies, with projected **15–20% revenue uplift** by aligning distributor strengths (**Wine.com = premium**, **Total Wine = affordable quality**, **Vivino = varietal-driven reviews**).

Credit Card Fraud Detection Project – MSBA 250, University of the Pacific Feb 2025 – Apr 2025

- Analyzed **550,000+ credit card transactions** (Kaggle dataset) with only **0.4% fraud cases**, applying **SMOTE**, feature engineering (transaction hour, customer age, merchant category), and class balancing techniques.
- Built and compared **Logistic Regression vs. Random Forest models**, achieving up to **97% accuracy**, **95% recall**, and **AUC = 0.99** with Random Forest, significantly outperforming baseline models.
- Conducted **exploratory data analysis in Tableau**, uncovering fraud patterns by time (peaking at 10–11 PM), high-risk categories (online shopping, grocery), and vulnerable demographics (ages 35–60).
- Designed an interactive **fraud monitoring dashboard in Tableau**, integrating model outputs with visual insights, improving fraud detection efficiency by **40%** and enabling real-time geographic and demographic risk tracking.

Student Cashier (Part-Time) – Bon Appétit Management Company June 2025 – Present

- Processed **hundreds of daily transactions**, reconciling POS and cash for **thousands of diners weekly**.
- Generated **Excel sales reports** to support shift summaries and staffing decisions.

Skills

Python, SQL, Anaconda, RapidMiner, Grafana, Power BI, Excel, Looker Studio, Oracle , Juptyer notebook