VEDATAVA VARDHAN UPADHYAY

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SKILLS

Front End | React, HTML/CSS, Styled Components, Figma
Back End | Python, MongoDB, PostgreSQL
Data & ETL | Hadoop, Pandas, NumPy
Testing & Tools | VS Code, GitHub, Agile,
Visualization | Tableau, Power BI,

EXPERIENCE

Operation analyst   Ienergizer (Roblox)**,** India |Nov 2021- Oct 2023

- Managed and analyzed high-volume customer service tickets, using SQL and Excel to identify recurring issues, process inefficiencies, and customer pain points.
- Built and maintained daily/weekly performance dashboards, tracking ticket resolution times, customer satisfaction scores, and agent productivity to support data-driven decisions.
- Partnered with cross-functional teams (engineering, product, operations) to streamline issue resolution workflows, reducing average handling time and improving response consistency.
- Conducted root-cause analysis on escalations and recurring technical issues, providing actionable recommendations that informed product updates and service improvements.
- Created and documented standard operating procedures (SOPs) for support agents, enhancing efficiency, consistency, and onboarding of new team members.

Resident Assistant   *University of the Pacific | May 2025 – Jun 2025*

- Supervised 40+ high school students during a residential summer program
- Managed check-ins/outs, daily routines, and upheld safety and discipline protocols
- Organized team-building events and academic support activities
- Resolved conflicts and served as a trusted mentor for students

Intern – Analyst   *Vadilal INC USA, | Jul 2025 – Present*

- Conducted market visits and retailer/customer interactions, gathering category-wise feedback and converting qualitative insights into structured datasets for analysis.
- Analyzed sales, consumer behavior, and satisfaction data using Excel (pivot tables, charts, dashboards) and SQL queries to identify buying trends and performance gaps.
- Performed competitive market research**,** benchmarking Vadilal products against frozen food/FMCG competitors to support pricing and promotion strategies.
- Developed detailed reports and dashboards that translated complex datasets into actionable insights for product development, marketing, and distribution teams.
- Presented findings to senior management, influencing strategic decisions on growth opportunities, product positioning, and promotional campaigns**.**

PROJECTS

Customer Churn Prediction   *Python, XGBoost, Tableau*

- Built machine learning models (Logistic Regression, XGBoost) on 50K+ customer records to predict churn with 82% accuracy.
- Designed an interactive Tableau dashboard to segment churn risk by region, contract type, and usage behavior.
- Delivered insights that informed targeted retention strategies, reducing forecasted churn.

Sales Forecasting & Demand Planning   *Python, SQL, Excel, Power BI*

- Applied Time Series models (ARIMA, Prophet, LSTM) to forecast demand for 100+ SKUs, achieving <10% MAPE.
- Automated feature engineering and cleaning pipelines using SQL and Excel, ensuring reliable forecasts.
- Developed Power BI dashboards to optimize inventory planning and reduce stockouts.

Clickstream Analysis & Conversion Funnel   *SQL, Python, Tableau*

- Analyzed clickstream data of 200K+ user sessions using SQL and Python to identify drop-off and cart abandonment points.
- Built a funnel performance dashboard in Tableau that visualized conversion rates across user journeys.
- Discovered a 25% checkout page drop-off, leading to UX redesign and improved conversion rates.

Social Media & Sentiment Analytics (Vadilal USA)   *Python (NLP), Tableau*

- Scraped and analyzed 50K+ social media posts (Twitter, Reddit, Instagram) using NLP techniques (VADER, TF-IDF).
- Built Tableau dashboards correlating sentiment trends with campaign ROI and sales performance.
- Quantified impact of influencer campaigns, enabling data-driven marketing decisions

EDUCATION

University of the Pacific   *Stockton, CA*
Master of Science in business analytics   *Expected Graduation, Dec 2025*

Gyanganga college of Excellence   *Jabalpur, India*
Bachelor of commerce   *2018- 2021*

CERTIFICATES

- Google Data Analytics Cert (core)   Tableau/Power BI (visualization)   Advanced SQL (technical backbone).