Hetal Gada

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Education

Master of Science in Information Systems (Data Science Concentration)

Sept 2022- Aug 2024

Northeastern University, Boston, MA

Courses: Database Management and Design, Data Architecture Business Intelligence, Data Science Engineering Methods

Bachelor of Technology in Electronics and Telecommunication

Aug 2017- May 2021

K.J Somaiya College of Engineering, Mumbai, INDIA

Courses: Big Data Analytics, Data Structures and Algorithms, Cloud Computing, Data Analysis and Interpretation

Work Experience

Business Analyst (Salesforce, SQL, Tableau, JIRA, Python, R)

June 2023 – Dec 2023

Contentstack Inc, San Francisco, USA

- Automated RESTful API data retrieval from Postman to AWS Lambda using Python which reduces manual effort by 40%, ensuring accurate and timely transfer to S3 buckets
- Collaborated with Data Engineering to optimize data acquisition, improving efficiency, and enabling seamless **integration with web analytics** for enhanced data-driven decision-making
- Integrated Jira Management Tool and Salesforce data, cutting redundancy by 25% and improving accessibility
- Leveraged Snowflake as a SQL scripting and database schema tool to enhance data integrity, resulting in a 20% reduction in data anomalies
- Generated comprehensive quarterly and yearly reports on company financial metrics, showcasing automation successes and providing actionable insights that resulted in a \$2.5M increase in TSO-Sales value

Senior Analyst (SQL, Excel, JIRA, Redmine, Python)

Jun 2021 - Jul 2022

Deloitte, Mumbai, India

- Collaborated with the project team to understand and maintain focus on their **analytical needs**, including identifying critical metrics and KPIs and delivering actionable insights to relevant decision-makers
- Analyzed and transformed data from diverse sources, maintaining 97% accuracy, and improved data accessibility and reporting efficiency by 87%
- Improved access, storage, and reporting of data for various domains such as Data Center and Network operations, in-house applications, and databases, SAP ERP, SAP HANA through deep cleaning and debugging, resulting in 18 outliers' identification and 79% achievement of major business goals
- Identified **5+ process errors** and coordinated across departments to create data-driven implementation improvement strategies and reduce risk efficiencies by **95%**

Data Analyst (Python, SQL, Tableau)

May 2020 - Mar 2021

Coloreyes Eyecare Pvt Ltd., Mumbai, India

- Achieved a 19% reduction in transportation costs, saving 70M annually by leveraging SharePoint, SQL, Excel, and Tableau for gathering and analyzing business intelligence on logistical processes
- Improved inventory management and customer satisfaction by utilizing trend data to reduce back-ordering by 21% for retail partners
- Designed and executed statistical analysis, achieving a 12% decrease in cart abandonment, and enhancing e-commerce conversion rates
- Streamlined warehouse supply chain with efficient update process, minimizing downtime and boosting productivity across systems

Skills

Databases: MYSQL, Oracle 11g, MSSQL, SAP ERP, MongoDB, SAP HANA, Postgre SQL

Languages: Python, C, JAVA, R Programming, SQL, MATLAB

Frameworks: Keras, Hadoop, Pandas, NumPy, Matplotlib, NLTK, Scikit-Learn

Key Skills: Data Science & Analytics, Natural Language Processing, Machine Learning, ETL Processing

Tools IDE: Anaconda, Azure Data Studio, SSMS, Tableau, Power BI, NetBeans, ER Data Studio, Azure ML, Alteryx, Navicat, Jira

Projects

Seattle Pet License Analysis (Azure SQL, Alteryx, Talend, ER Studio, Power BI, ETL Processing)

Jan 2023 – Feb 2023

- Reduce Expertly analyzed and profiled a massive dataset of 200k+ records, providing valuable data insights
- Successfully reduced integration time by 50% by implementing Alteryx & Talend for multi-source data integration
- Initiated and orchestrated real-time data analysis through interactive Power BI visualizations, complementing the development of a dimensional model and custom MYSQL DDL script to optimize database operations

Campus Recruitment Management System (MYSQL, MSSQL, Tableau, Power BI, Azure Data Studio)

Sept 2022 - Dec 2022

- A university network of undergraduate and graduate students will have access to a **centralized database system** where all job listings including TAs, RAs, and off-campus job opportunities of various companies are provided in the portal
- During the development process of this project, an entity-relationship diagram was created to comprehend the whole flow of the project, which led to the implementation of the database using **Azure Data Studio**
- Created an analysis report using Tableau, depicting various visuals like maps, key influencers charts, line charts, graphs, and decomposition tree