PAVITRA SAXENA

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SUMMARY

Data Analyst with 3+ years of experience driving strategic decisions across finance, operations, and ecommerce through automation, predictive modeling, and real-time dashboards. Proven track record of saving 500+ hours annually and translating data into business impact.

EDUCATION

University of Massachusetts Amherst   *Candidate, May 2025*
Master of Science in Business Analytics   *CGPA 4.0/4.0*
Relevant coursework: Business Intelligence, Advanced Statistics, Data Management, Data Science, Project Management, Data Mining

Rajiv Gandhi Proudyogiki Vishwavidyalaya   *September 2020*
Bachelor of Engineering in Computer Science & Engineering   *CGPA 3.8/4.0*
Relevant coursework: Database Management Systems, Statistics and Probability, Machine Learning, Python

EXPERIENCE

Tata Consultancy Services   *October 2020- December 2023*
Data Analyst

- Enabled business teams to make data-driven decisions by developing 15+ interactive Tableau and Excel dashboards, reducing manual reporting time by 4+ hours weekly.
- Partnered with product and operations teams to remove 5 recurring process bottlenecks, increasing cross-functional throughput by 15% using Lean methodology.
- Developed Python-based forecasting models to reduce overstaffing inefficiencies, improving workforce planning accuracy across departments.
- Delivered reporting insights 40% faster by optimizing SQL queries with CTEs and window functions for large-scale datasets.
- Automated recurring ETL workflows using Python and VBA, saving 16+ hours weekly and enabling faster metric refresh cycles.
- Built AWS-based pipelines (Lambda, S3) to support cost and performance analytics, reducing data processing time by 40%.
- Streamlined data engineering processes to improve reporting timeliness and data integrity by 35% across operational dashboards.
- Facilitated over 12 agile sprints with consistent stakeholder engagement, ensuring timely delivery and alignment of analytics deliverables.
- Recognized for excellence with "Embark Leadership Certification" and "Productivity and Efficiency Improvement" award for driving measurable business impact.

SKILLS

Languages: Python, SQL, R,
Data & BI Tools: Tableau, Power BI, Salesforce CRM, MS Excel
Cloud & DevOps: AWS, Git, CI/CD Pipelines, Snowflake, Spark, Scala
Analytics & Business Acumen: Data Storytelling, Data Wrangling, Root Cause Analysis, Hypothesis Testing, Segmentation
Project Management: JIRA, Confluence, Lean Methodology, Agile

PROJECTS

Airbnb Price Prediction, and Market Analysis | *Inferential Statistics, NLP, Ensemble Methods*

- Analyzed 150K+ listings and 500K+ reviews using hypothesis testing and A/B testing to identify the top 10 pricing factors, boosting host revenue by 18%.
- Applied sentiment analysis and NLP with ensemble models like XGBoost and Light GBM to predict prices, showing listings with 15% higher sentiment scores earned 12% more.

Customer Churn Strategy – BCG Simulation | *Python, ML Classification, Scikit-Learn*

- Built a classification model to predict churn on 50K+ utility customer records, improving accuracy by 15% and reducing false positives by 20%.
- Generated retention insights through customer segmentation, enabling targeted discount strategies to reduce churn cost and providing churn probability scores to support customer success teams in prioritizing outreach and retention campaigns.

Power BI Adventure Works Dashboard | *Power BI, DAX, Data Modeling*

- Built a KPI-driven dashboard analyzing over 18K sales records to uncover high-value customer segments and visualize MRR, ARPC, and sales trends.
- Created a star schema model with 8+ tables and DAX measures for dynamic insights, improving executive visibility and campaign planning.