

Isha Ghatule

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Profile

Data-driven Marketing Analytics professional specializing in customer insights, ROI optimization, and campaign performance analytics. Proficient in Python, SQL, Tableau, and Power BI for predictive modeling, forecasting, and automated reporting. Adept at blending technical expertise with marketing strategy to deliver measurable impact on engagement, retention, and revenue.

Skills

- **Marketing & Business Analytics:** Campaign Attribution, Funnel and Customer Journey Analysis, Segmentation and Personas, Retention and Churn Modeling, ROI Analysis including CAC, CTR, LTV, Conversion Optimization, Lead Forecasting, UX and Engagement Metrics.
- **Data Science & Machine Learning:** Predictive Modeling using Regression and XGBoost, Time Series Forecasting, Clustering with K-Means, Hypothesis Testing, Multivariate Testing, SHAP Explainability, NLP with SpaCy and Wav2Vec2, Object Detection using YOLOv5.
- **Programming & Data Tools:** Python with pandas, NumPy and scikit-learn, SQL, SAS, JMP, Excel automation and KPI dashboards, ETL Workflow and Pipeline Optimization.
- **Visualization & BI:** Tableau, Power BI, Google Analytics, Streamlit, Sigma.
- **Cloud & Deployment:** AWS including RDS, EC2, Lambda, Docker, Model and Dashboard Deployment.
- **Research & Strategy:** Market Research, Product Lifecycle and GTM Strategy, Feature Prioritization, Policy and Data-Driven Strategy Recommendations.

Professional Experience

Business Analyst

Aug 2025 – Present

OrgFour Inc. - Chantilly, VA

- Supported the full project life cycle by gathering requirements, performing system analysis, preparing documentation, coordinating testing, and assisting in production deployment to ensure smooth delivery of business solutions.
- Partnered with stakeholders to conduct market research, competitive studies, and market analysis, contributing to go-to-market (GTM) strategies and identifying opportunities for product and process improvements.
- Assisted in SEO and social media optimization (SMO) efforts that enhanced digital visibility, strengthened customer engagement, and aligned with business growth initiatives.
- Participated in feature testing, analyzing user feedback and adoption metrics to provide recommendations for improving functionality and customer experience.
- Created and maintained reports and dashboards using MS Excel, SQL, and data visualization tools, while ensuring accuracy, integrity, and security of data across business units.
- Worked in an Agile environment, using Jira for sprint planning, backlog tracking, and issue resolution in collaboration with cross-functional teams.
- Supported configuration changes, DevOps pipeline deployments, release documentation, and production support to ensure seamless delivery of updates and fixes to end-users.

Marketing Analyst

Mar 2021 – Jul 2023

Flipkart - Mumbai, India

- Conducted market and user research projects using surveys, Snowflake SQL data pulls, and customer journey mapping, applying data mining techniques to uncover behavior patterns that guided two new category expansions and improved campaign targeting accuracy.
- Designed customer segmentation models (K-Means, clustering in Python) as part of a broader predictive analytics framework, classifying shoppers by purchase frequency and price sensitivity, enabling personalized promotions that drove a 15% uplift in repeat purchases.
- Built statistical forecasting and predictive models in Python and SAS to predict festival season sales, improving inventory planning and reducing stockout incidents by 10% for high-demand SKUs.
- Collaborated with product teams on feature prioritization and roadmap planning, using UX research insights to recommend improvements that cut checkout drop-offs by 8%.
- Developed self-service BI dashboards and executive reports in Tableau that consolidated CAC, CTR, and ROI metrics, allowing marketing managers to track campaign effectiveness without dependency on ad-hoc analysis.
- Streamlined recurring reporting workflows by automating SQL queries and Python scripts on AWS Lambda, integrating with ETL pipelines and saving the analytics team 150+ hours annually.
- Ran hypothesis and multivariate testing frameworks for digital ads and landing pages, applying statistical validation in JMP and Python; insights improved ad creative CTR by 9% and campaign ROI by 6%, strengthening digital marketing analytics and attribution models.

Marketing Data Analyst – Internship	Sep 2020 – Feb 2021
Flipkart - Mumbai, India	
<ul style="list-style-type: none"> Designed business intelligence dashboards in Tableau, integrating Google Analytics with KPIs (CTR, CAC, ROI) and digital marketing attribution metrics, which improved visibility into campaign performance and reduced reporting turnaround by 25%. Performed customer segmentation using K-Means and behavioral analysis in Python, applying predictive analytics techniques to identify four actionable cohorts that supported targeted campaigns and improved engagement. Evaluated UX and engagement data to build customer personas, combining qualitative research with statistical modeling to inform product positioning and enhance the customer journey strategy. Automated recurring KPI reports with Python and Excel, streamlining data pipelines and improving consistency of insights shared with stakeholders, while cutting manual work by 30%. 	
Projects	
Loan Default Prediction Model	May 2025
<ul style="list-style-type: none"> Designed an XGBoost-based classification model with engineered KPIs, achieving 99% accuracy and 1.00 recall for loan default prediction. Deployed an interactive Streamlit UI with SHAP-based model explainability and real-time KPI dashboards for financial behavior modeling. 	
BellaBeat Marketing Analytics	Mar 2025
<ul style="list-style-type: none"> Processed 1.3M+ rows of Fitbit activity, sleep, and heart rate data using Python and XGBoost, improving dataset completeness. Applied K-Means clustering to identify four customer segments based on activity, sleep, and BMI patterns. Built interactive dashboards (Streamlit, Sigma) for persona-driven insights and go-to-market strategy recommendations. 	
Employee Welfare Analysis (HR Analytics)	Nov 2024
<ul style="list-style-type: none"> Conducted regression, MANOVA, and z-tests on five years of HR data to map job strain via Demand-Control Matrix. Identified significant gender-based differences in job control and home demands; validated hybrid work policy recommendations. Designed interactive dashboards with workforce segmentation to guide data-driven workplace policies. 	
Education	
MS - Global Business Analytics	Aug 2024 – May 2025
Virginia Tech (NVC, VA)	
B.S., Information Technology	Aug 2023 – May 2024
Virginia Tech (Blacksburg, VA)	
B. Tech, Computer Science (Data Science)	Aug 2020 – May 2024
NMIMS University, Mumbai, India	