

Manisha Kaila

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SKILLS

Programming Languages and Visualization Tools: R, SQL, Python, NoSQL, **Power BI**, Tableau, MS Excel, MS Office, JIRA, Zendesk, SAP, Looker.

Machine Learning and Algorithms: Regression, Classification, Clustering, Decision Trees, Random Forest, K-Means, NLP, KNN.

Methodologies: Scrum, Kanban.

Databases: Oracle SQL Server, MongoDB, MySQL, Alteryx.

Cloud Technologies and Framework: Microsoft Azure, Google BigQuery.

PROFESSIONAL EXPERIENCE

Business Intelligence Analyst: MG Cloud Technologies LLC.

Boston, USA (Aug 2023 – Present)

- Collaborated with business stakeholders to understand requirements and utilized SQL and Python to assess existing reports, data sources, and business processes, identifying improvement opportunities and strategies to enhance current capabilities.

- Assisted in the creation and maintenance of Tableau dashboards and reports, incorporating dynamic features such as interactive filters and drill-down functionalities to provide insightful analysis and support management decision-making.

- Contributed to data governance processes by validating and auditing data sources, ensuring data integrity, and minimizing business risk, while actively participating in troubleshooting data sources and addressing inquiries to maintain report accuracy and reliability.

Analyst: Business operations: Whitehat Technologies Education Pvt Ltd.

Mumbai, India (Aug 2020 – May 2021)

- Coordinated a team of 12 members to successfully conduct text mining and sentiment analysis on various communication channels such as Email, Calls, and Chats using Python, which increased team satisfaction to above 90%.

- Utilized Python libraries to design and deploy pre-established thresholds for sentiment alerts, leading to a 75% decrease in missed opportunities to address customer concerns and improve overall customer satisfaction.

- Developed comprehensive reports using Tableau and Excel to showcase sentiment analysis results, identifying recurring issues, and recommending areas for improvement. Increased individual customer satisfaction to over 95%.

Sales and Budget Analyst: Shivam Electricals Pvt Ltd.

Mumbai, India (Jun 2018 – Jul 2020)

- Established and reinforced advanced ETL data pipelines utilizing Python and Tableau, generating real-time operational KPIs and financial insights for sales and budgeting purposes, enhancing decision-making capabilities by 40%.

- Constructed interactive Tableau dashboards that granted leadership teams across the organization self-service tools, enabling on-demand sales analytics and empowering data-driven decision-making processes, leading to a 60% increase in overall sales productivity.

- Conducted rigorous statistical analysis on various sales factors to identify key relationships, contributing to formulating effective business strategies that resulted in a 35% improvement in customer retention rates.

CAPSTONE: PROJECTS

Market Basket Analysis: Urban Value Stores.

Texas, USA (Jan 2023 – Apr 2023)

- Engineered and implemented advanced predictive models using Python and its libraries, achieving an impressive 93.6% accuracy rate in trend forecasting and risk identification.

- Generated interactive dashboards and reports using Power BI to monitor key performance indicators, resulting in a 52% increase in data visibility and actionable insights for decision-making.

- Created a scalable data warehouse utilizing SQL to efficiently store and organize large volumes of data, enabling seamless ETL processes and reducing data retrieval time by 60%.

Spend Analysis: Gold Spring Consulting.

Texas, USA (Sep 2022 – Dec 2022)

- Conducted a seamless SQL-driven merging of intricate datasets from multiple airlines, creating a streamlined data analysis workflow that showcases unwavering commitment to operational efficiency and data excellence

- Identified and presented cost-saving opportunities through meticulous data examination using R and SQL, leading to a 35% reduction in overall expenses for US airlines on domestic and international routes.

- Developed a user-friendly Tableau dashboard for panoramic data visualizations through seamless dataset integration, facilitating informed strategic decision-making on expenditure insights.

EDUCATION

Northeastern University, Boston, USA

2021-2023

Master of Science in Data Analytics

GPA: (3.8/4.0)

Data Mining, Data Science, Machine Learning, Data Warehousing, Big Data Management, Computation and Visualization

University of Mumbai, Mumbai, India

2015- 2020

Bachelor of Engineering in Computer Engineering

Database Management Systems, Machine Learning, Database Warehousing and SQL, Big data management and Artificial Intelligence

ACADEMIC PROJECTS

Walmart Sales Analysis | SQL and Tableau.

Jun 2023 – Oct 2023

- Analyzed Walmart sales data, focusing on top branches and items, sales trends, and consumer behavior to enhance sales methods and improve overall effectiveness. Conducted data wrangling, feature engineering, and exploratory data analysis (EDA) on a dataset with 17 columns and 10,000 rows from three distinct branches in Mandalay, Yangon, and Naypyitaw

Loan Defaulter Analysis | Python, R, Machine Learning.

Apr 2022 – Jul 2022

- Enhanced data integrity through thorough exploratory analysis, addressed missing data, and boosted analysis accuracy by 60%, achieving notable results for various regression models

Income Prediction using Machine Learning | Python (numpy, pandas, sklearn), Machine Learning.

Sep 2021 – Dec 2022

- Conducted thorough exploratory analysis on a dataset of 34,000 instances, addressed missing values for data integrity, balanced an imbalanced dataset through preprocessing, and achieved an 83% accuracy with a neural network model