KOMAL GOYAL

224-622-4580 | Chicago | kmlgoyal622@gmail.com | linkedin | Github | **Authorized to work in USA on H4-EAD**

MSBA graduate from Purdue University with strong skills in SQL, Python, Tableau, Adobe and Cloud Analytics. Experienced in statistical modeling, data mining, and business storytelling.

Education

Purdue University, Daniels School of Business, USA 2023–2025
Master of Science in Business Analytics | GPA: 3.72

- Coursework: Data Mining (SAS EM), Business Statistics (Minitab), Database & SQL (MySQL/BigQuery), Marketing Analytics (Adobe Analytics), Python Programming, Data Visualization (Tableau), Spreadsheet Modeling (@Risk, SimQuick), Project Management (MS Project).

School of the Art Institute of Chicago (SAIC), USA 2021-2023
Certificate in Graphic Design

International School of Informatics & Management, India. 2012–2014
MBA in Marketing & Finance

- Secured 2nd rank; honored with Academic Excellence Award
- Summer Internship: Punjab National Bank – Comparative Analysis of Public vs Private Sector Banks

International College for Girls, India School of the Art Institute of Chicago (SAIC), USA 2009-2012
Bachelor's in Commerce (Accounting and Taxation)

Technical Skills

- **Programming and Scripting:** Python (Pandas, NumPy, Scikit-learn), R, SAS
- **Databases and Cloud Platforms:** SQL (MySQL, RDBMS), Google Cloud Platform (BigQuery)
- **Data Analysis and Visualization:** Adobe Analytics, SAS Enterprise Miner, Minitab, Tableau, Power BI, Excel, Matplotlib, Seaborn, Jupyter Notebooks, GitHub
- **Machine Learning and Predictive Modeling:** Regression (Linear/Logistic), Decision Trees, Random Forest, Gradient Boosting, k-Means Clustering, Neural Networks
- **Other Tools:** MS Project, @Risk, SimQuick, Adobe Illustrator, Photoshop

Data Analytics and Machine Learning Projects

SQL Projects

- **Retail Sales Performance Analysis:** Analyzed five years of retail transaction data to identify sales trends, top-performing products, and customer purchase behavior. Enhanced dataset with feature engineering, uncovering seasonal demand patterns that could improve promotion targeting and revenue insights by 12%.
- **Healthcare Analytics:** Queried and analyzed 100,000+ hospital records to uncover ICD-10 billing patterns, reducing reporting time by an estimated 25% through optimized SQL queries.
- **Store Performance and Campaign Effectiveness Analysis:** Performed transactional analysis to identify peak hours and product categories with high engagement, uncovering opportunities to increase campaign revenue by around 15%**.**
- **Fraud Detection System:** Built anomaly detection queries on 250,000+ financial transactions, detecting unusual patterns with potential savings of $200K annually.

Adobe Analytics Projects

- **Marketing Funnel Optimization for E-commerce Website:** Performed end-to-end funnel analysis in Adobe Analytics Workspace by segmenting user journeys (landing → product → cart → checkout), identifying a 15% cart-abandonment reduction opportunity through improved remarketing and streamlined checkout design.
- **Campaign Performance Dashboard & Attribution Analysis:** Developed cross-channel campaign dashboards using Adobe Analytics and Attribution IQ to compare first-touch vs. last-touch models, uncovering 10% undervaluation of display campaigns and highlighting 18% higher multi-session conversions from email marketing.

Tableau Projects

- **ER Visits Dashboard:** Analyzed 50,000+ patient records, that could reduce reporting turnaround by 40%.
- **Credit Card Complaints Dashboard:** Visualized 250,000+ complaints, cutting resolution cycle time by 20%.
- **Flu Shot Compliance Tracker:** Enabled targeted outreach, improving vaccination campaign effectiveness by 18%.
- **WNBA Performance Dashboard:** Analyzed team and player metrics, identifying recruitment opportunities that could boost team performance by 10%.

Python / Machine Learning Projects

- **Diabetes Prediction:** Logistic Regression model with 78% accuracy, improving early detection rates based on dataset analysis.
- **Employee Attrition Analysis:** Applied Random Forest on employee data to identify key attrition drivers; findings suggested potential to reduce turnover costs by 15% through proactive retention efforts.
- **Media Recommendation System:** Conducted analytics and modeling on entertainment dataset, generating recommendations that could improve engagement by 12%.
- **Student Performance Prediction:** Created a regression model to forecast outcomes; analysis indicated study hours as the top driver, improving predictive accuracy by 10%**.**

Cloud Analytics (GCP + BigQuery)

- **Flight Delay Analytics:** Analyzed 2.7M+ flight records using BigQuery to identify carrier and airport delay patterns, revealing potential cost savings of $500K annually through operational improvements.

Accomplishments

- Secured 2nd rank in MBA; honored with Academic Excellence Award.
- Summer Internship: Punjab National Bank: Comparative Analysis of Public vs Private Sector Banks.
- Class Topper in Class XII; honored with Amul Vidhya Bhushan Award.