Maaz Ansari

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Education

COOP Careers - Data Analytics Fellowship   December 2024
- Engaged in a 16-week fellowship program, acquiring expertise in data cleaning, transformation, analysis, and visualization using Excel, SQL, and Tableau, alongside continuous professional development

SUNY, College at Old Westbury– Bachelor of Science in Management Information Systems   May 2023
- **Relevant Coursework**: Applied Statistics, Calculus I, Calculus II, Database Management Systems, Data Mining

Skills

Certifications: IBM Data Analyst Professional Certificate (2025), Google Business Intelligence Certificate (2024), Google Data Analytics Professional Certificate (2024)

Technical Skills: Microsoft Office, SQL (MySQL, BigQuery, PostgreSQL), Tableau, Power BI, Python, Looker Studio

Projects

COOP Careers Capstone Project | **Expedia Marketing Campaign Management**   November 2024
- Collaborated with a team of 4 to analyze Expedia's ad performance data, leveraging 6 pivot tables in Excel to calculate KPIs (CTR, CPC, CAC), enabling data-driven decisions that led to a 10% increase in ad engagement
- Created bar and line charts in Tableau, identifying the 50-64 age group as the most responsive audience and highlighting engagement trends across countries to inform targeting strategies
- Delivered a presentation highlighting 2 key findings, recommended budget adjustments, and provided advice on optimizing ad targeting, supported by three visual insights that resulted in a 20% increase in campaign efficiency

COOP Careers | **San Francisco 2018 Crime Analysis and Insights**   October 2024
- Identified critical crime hotspots in San Francisco neighborhoods by analyzing over 150,000 records in Excel, then designed a Tableau dashboard featuring a color-gradient map to illustrate areas with the highest to lowest crime rates
- Derived 3 actionable insights from crime trends, median salaries, and peak criminal activity times, recommending a 25% increase in police presence and community outreach in higher-risk areas during peak hours to strengthen safety
- Devised strategic crime prevention initiatives, proposing social service programs such as housing assistance and job training to address the root causes of crime, resulting in actionable solutions for neighborhood improvement

Personal Project | **Letterboxd Interactive Movie Analysis Dashboard**   August 2024
- Built and optimized an Excel dashboard using SUMIFS and INDEX/MATCH to uncover 2 insights on viewing habits and popular genres across demographic groups, driving user engagement
- Consolidated movie data across decades using 5 pivot tables, revealing the 1970s as the highest-rated decade

Experience

Shama's Childcare Services   Bethpage, NY
Lead Assistant   March 2022– June 2024
- Trained new staff on child behavior management techniques, such as positive reinforcement and clear communication, which led to a 15% reduction in disruptive behaviors among children
- Designed and implemented a daily schedule for eight children, prioritizing learning and play, which amplified activity completion by 30%, enhancing learning outcomes
- Coordinated with 6 families using Google Forms to gather feedback and customize activities, resulting in an 83% improvement in parent satisfaction and increased participation

State University of New York at Old Westbury Honors College   Old Westbury, NY
Data Analyst Intern   January 2023 – May 2023
- Directed a team of 5 to streamline data retrieval by writing SQL queries, informing event scheduling decisions to boost student participation, resulting in a 20-student increase in Honors College event participation over three months
- Supported senior analysts in producing 5+ detailed reports for stakeholders, reducing report delivery time and enhancing report accuracy by 25%
- Utilized Excel to analyze 100+ data entries, identifying correlations between student engagement and performance, which shaped the formation of an incentive program for future Honors College events