

ADI MADAN

Cell: 312-900-7272 | Email: madanadi0305@gmail.com | [LinkedIn](#) | [Github](#)

SUMMARY

Results-driven Data Analyst with 3+ years of experience in implementing KPIs, developing predictive models, and creating data visualizations to drive actionable business insights. Proficient in Python, SQL, Tableau, Excel and Hadoop and statistical analysis. Able to streamline operations through data-driven solutions, boosting efficiency by 30% and enhancing customer engagement by 10%. Known for communicating insights effectively to both technical and non-technical stakeholders. Bringing strong analytical skills, visualization capabilities, and passion for translating data into impactful business value.

WORK EXPERIENCE

Business Data Analyst Intern

Jan 2023-May 2023

Wolters Kluwer, Chicago, IL

- Identified and implemented 23 KPIs to optimize IT operations by interviewing 3 representatives from UIC's IT Team and conducting market research for best practices resulting in 30% efficiency improvements.
- Conducted weekly stakeholder meetings and created operational dashboards using PowerBI to monitor and analyze KPIs leading to operational efficiency and overall customer satisfaction.
- Provided insights to stakeholders associated with trends in incident resolve times helping drive measures like automated messages hence improving Mean Time to Resolve(MTTR).

Data Analyst Intern

Oct 2022-Dec 2022

Digital Factory, Chicago, IL

- Loaded and cleaned datasets from AWS S3 using Python and visualized customer visiting patterns including frequency of visits, duration they stayed in the store to boost targeting for purchase deals.
- Built scalable data pipelines using Spark in Python, resulting in efficient extractions of data and increased overall reliability of data.
- Developed statistical models like Decision Trees, Random Forests, and DBSCAN to predict customers visiting the same location with 96% precision to boost targeting customer offers and deals .
- Enabled effective sales campaigns through analysis to higher customer engagement by 10% in the 4th quarter notifying active customers about discount deals, offers when they entered the store.

Software Engineer-Data

Jul 2018-Jul 2021

Larsen and Toubro Infotech, Mumbai, Maharashtra, India

- Boosted client operations with 99.9% uptime by effectively maintaining, troubleshooting, and optimizing web-based applications and other internal systems.
- Optimized application and database servers through troubleshooting and system enhancements resulting in 99.9% uptime and 10% faster response times for processing application and database workloads.
- Developed scalable tools to automate tasks done using SSIS, Selenium testing in Python and advanced SQL functions, improving efficiency by over 93%, saving over 93-man hours a month.
- Collaborated with stakeholders to provide strategic insights for online meet application, leveraging SQL, Excel and Tableau for data analysis, data cubes, and interactive dashboards.
- Built in-depth analysis reports and dashboards for board-meet application to track meeting attendance patterns, support response times, average meeting duration using SQL Server and Tableau and ensured a smoother application experience.
- Improved software quality by 40% through end-to-end testing, data validation and documenting issues with reproducible test cases resulting in smoother application experience.

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EDUCATION

MS in Management Information Systems

Aug 2021- May 2023

University of Illinois at Chicago

RELEVANT COURSEWORK/ PROJECTS

Social Buzz Analytics

Nov 2023

- Completed a simulation focused on advising a social media client to help find top content categories to drive business value using Excel
- Cleaned, modelled and analyzed 7 datasets to uncover insights into top 5 categories with the most reactions to inform strategic decisions using Excel Power Query, data functions and pivot tables
- Prepared a PowerPoint deck and video presentation to communicate key insights for the client and internal stakeholders

Airbnb Price Prediction Analysis

Oct 2022-Dec 2022

Course Name: Analytics for Big Data

- Identified top 6 cities and 3 property types that generated the most business value to Airbnb by analyzing and building interactive visualizations using Pandas and matplotlib.
- Reduced processing time of analytics workloads significantly from 2 minutes to 1.5 minutes by leveraging Pyspark ETL library.
- Built predictive models including Decision Trees, Random Forests and Regression models to predict prices with the best RMSE of \$0.44 for 80,000 listings stressing on dynamic pricing strategy in response to rising demand.

Performance of American Airlines and Comparative Analysis

Aug 2022-Oct 2022

Course Name: Business Data Visualization

- Compared on-time performance of American against competitor Southwest Airlines using Tableau and Excel for the year 2021 and identified bottlenecks .
- Analyzed 1 year on-time data for American Airlines and its competitors, providing insights into flight volumes, delays and cancellations across airports throughout the United States.
- Determined the on-time performance of 78.5% for American Airlines compared to 70% for its competitor.

Models to predict loan default for Lending Club loans

Jan 2022-Apr 2022

Course Name: Data Mining for Business

- Implemented transformation and sampling techniques to balance a dataset of 1M+ records and building prediction models to predict loan default using R programming.
- Identified metrics affecting default risk through exploratory analysis like age, employment, grade of loan granted to analyze average return on loans, risk associated with the loans.
- Built predictive models using Decision Trees, Random Forests, Classification models and predicted an accuracy of 88% for loans that were at risk of default, prompting actions to revise eligibility and risk assessment strategies.

TECHNICAL SKILLS

Development/Protocols: Python, SAS, Advanced-SQL, R, Spark, Tableau, Excel, Sharepoint, A/B Testing, Spark, Hadoop, PySpark, MapReduce, Access, PL/SQL, Linux Shell, Git

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Tools: Python, MS-SQL Server (SSAS,SSIS),Java,J2EE , Tableau Desktop,Office 365, PowerBI, Excel, Alteryx, AWS,Flask

Technical Concepts: Data Modelling, Data Cleaning and Exploratory Data Analysis, Supervised and Unsupervised Algorithms,Relational Databases

CERTIFICATIONS

AWS Certified Cloud Practitioner

Feb 2024

Google Generative AI

Aug 2023

Power BI Data Modeling with DAX

Mar 2023

Tableau 2022 A-Z: Hands on Tableau Training for Data Science -

Dec 2022 - Jan 2023