

MAHIKA JOGANI

mahika.jogani@nyu.edu | linkedin.com/in/mahika-jogani/ | New York, NY 10017

EDUCATION

New York University, College of Arts & Science, New York, NY **Aug 2017 – Jan 2021**
Bachelor of Arts in Econometrics and Quantitative Economics, Cum Laude | Minor: Business Studies **GPA: 3.76/4.00**
Honors and Awards: Presidential Honors Scholar, Dean's Honors List, CAS Scholarship, Global Pathways Scholarship
Activities: Mentor – Economics Mentorship Program, Volunteer – UNICEF at NYU, Illustrator – Bedford Square News
Relevant Coursework: Data Science, Econometrics, Statistics, Computer Programming (Python), Corporate Finance, Marketing

PROFESSIONAL EXPERIENCE

Plume Design, Inc. Palo Alto, CA **May 2022 – Present**
Data Analyst

- Work with the product team to extract and integrate data using Fivetran from 10+ platforms to perform data cleaning, manipulation, transformations and data pipeline validation in Databricks
- Ideate solutions and build dynamic data visualization prototypes in accordance with technical and business requirements from key stakeholders across C-Suite, product, sales and marketing/revenue operations teams
- Ideate and visualize data-driven stories for Plume's monthly insights newsletter with engineering, product and PR teams, achieving a 120% increase in reach and 10% increase in open rates over a year
- Created SQL based centralized Tableau dashboards to monitor and track product KPIs, customer retention and engagement data, product/feature usage and LTV metrics that reduced ~40+ hours per month spent on ad-hoc individual data delivery requests
- Collaborated with data engineers to conduct analysis on detractor data, identifying pain points and providing actionable process feedback that improved NPS by 5% in 6 months

Growth Coordinator **Apr 2021 – Apr 2022**

- Worked with growth marketing team to orchestrate, execute and optimize digital demand generation campaigns, targeting 200+ global telecommunications companies and achieving a 2x increase in marketing engagement
- Managed partnership with internal content/marketing teams and external agencies for campaign development and implementation from initial brief to GTM and post-launch analysis, reducing implementation timelines from ~2 months to 3 weeks
- Developed and refined reporting framework/dashboards to communicate campaign performance KPIs
- Automated and streamlined internal project management processes through implementation of JIRA and Asana
- Provided recommendations for iterations and optimizations using qualitative and quantitative data integrated from platforms including SFDC, 6sense, Mutiny and Google Analytics

FortisInsight Mumbai, India **Sep 2020 – Apr 2021**
Data Visualization Intern

- Developed and deployed interactive Tableau dashboards for a leading broadcasting network based on user requirements
- Tracked brand identity, brand equity and competitor comparison data over 2 years and 15+ demographic groups
- Designed the UX including filter controls, parameters, layout and interactivity, with a focus on tech responsiveness and performance
- Presented data insights to senior management and recommended new visualization styles to improve dashboard usability

PROJECTS

New York Taxi Rides: Data Science Project

- Performed end-to-end analysis on a taxi ride dataset by cleaning and selecting data, conducting exploratory data analysis and visualization, feature engineering, and model selection
- Built a regression model in Python that predicts the duration of taxi trips in New York using tools including SQLite, Pandas, sklearn, statsmodels and seaborn

Economic Freedom: Data Analytics Project

- Assessed the impact of economic freedom on economic development through data extraction, cleaning and analysis of macroeconomic datasets sourced from policy think-tanks
- Drew data insights by implementing hypothesis testing and regression analysis in Python and presented findings through visualization libraries including Matplotlib

LEADERSHIP AND COMMUNITY ENGAGEMENT

Personal Invest Leader and Mentor, Smart Woman Securities **Sep 2019 – Apr 2021**

- Collaborated with peers to plan seminars with 10+ weekly attendees to enhance undergraduate women's knowledge of finance
- Directed a team of 5 members in presenting a stock pitch on Unilever to 30+ senior industry professionals and peers
- Conducted industry and company research to model DCF valuations of stocks for equity research reports

International Student Mentor, NYU Economics Mentorship Program **May 2019 – Apr 2021**

- Mentored sophomore Economics majors and international students for academic and professional development at NYU

SKILLS

Technologies: Tableau (**Certified Data Analyst**), Salesforce, Jira, Asana, Microsoft Office Suite, Google Data Studio, Power BI
Languages: SQL, Python (numpy, pandas, seaborn, matplotlib, statsmodels.api), R