

MANAS JOSHI

(860)-869-5112 | manasj9507@gmail.com | [LinkedIn](#) | [GitHub](#) | [Portfolio](#) | Open to relocation

PROFESSIONAL SUMMARY

Strategic result-driven data analyst adept at extracting actionable insights from complex datasets using Statistical Analysis (**MS Excel, Python, SQL**), Dashboard creation and Business Decision Modeling to drive business processes and enhance operational efficiency using data-driven strategies.

EDUCATION

Master of Science in Business Analytics and Project Management: University of Connecticut GPA: **3.75/4** **May 2024**

Relevant Coursework: Statistics in BA, Data Science using Python, Database management in SQL, Predictive Modeling

Bachelor of Technology in Information Technology: SGSITS GPA: **3.3/4** **July 2021**

Relevant Coursework: Mathematics I and II, Data Mining and Warehousing, Big Data Analytics, Cloud Computing, Machine Learning

PROFESSIONAL EXPERIENCE

General Electric (GE) – Pricing Data Analyst Intern **Jun 2023 – Dec 2023**

Promotional and Pricing Data analysis on electrical appliances

- Implemented **Marketing Mix Modeling** to optimize digital and traditional marketing channels, identifying data driven strategies that increased **30%** campaign ROI and customer engagement by **15%**, showcasing efficient project management and resource management skills.
- Led cross-team collaboration for pricing trend analysis, driving a **12%** increase in product margin optimization. Formulated pricing strategy with Technology, Marketing, Sales, Finance teams, and Client Engagement Managers leading to an impactful **20%** boost in gross profit.
- Migrated and automated data extraction and integration process from **MS Excel** to **Tableau** leveraging **SQL**, and **Google Cloud Platform (GCP)** for data management to reduce manual efforts by **80%** and accomplished **100%** task automation through effective time management skills.
- Utilized **MS Access**, MS Excel, and Tableau to analyze, transform, and model customer and competitor data by generating **consumer insights**, weekly reports, and dashboards, driving informed decision-making processes, and demonstrating meticulous attention to details.
- Leveraged advanced **SQL** for in-depth ad-hoc data analysis through **15** multi-table joins, ensuring data standardization. Incorporated insights into customized pricing strategies, leading to the implementation of dynamic pricing and achieving an **18%** increase in profitability.
- Performed customer-wise and brand-wise comparisons of Discounts and **Gross (GSM)** and **Net Sales Margin (NSM)** utilizing **Pivot tables**, **XLOOKUP**, **VBA**, and **Power Query** delivering **15%** sharper pricing decisions and amplified profitability for the company.

TATA Consultancy Services – Data Analyst **Jun 2021 - Jul 2022**

Algorithm analysis and optimization with High Performance Computing (HPC)

- Enhanced HPC system performance by **10%** through ad-hoc analysis and parallel algorithm development in **Python, T-SQL, and Power BI**. Delivered data-driven insights to stakeholders, highlighting effective project coordination and resource management skills.
- Improved business performance by **20%** through the development and maintenance of dynamic **Power BI** and **T-SQL** reports, dashboards, and key performance indicators (KPIs) such as **Scalability, Speedup, and Memory-usage** demonstrating effective planning and timely execution.
- Spearheaded **Snowflake** cloud optimization project. Built interactive **financial** dashboards and streamlined ETL processes, cutting cloud expenditure by 15% and a 4% revenue surge via enhanced resource allocation, showcasing strong leadership and problem-solving skills.

DATA ANALYSIS ACADEMIC PROJECT EXPERIENCE

Travelers Analytics Case Competition – InsNova Auto Insurance (Predictive Modeling, Statistical Analysis)

- Developed and presented predictive models utilizing Python (Scikit-learn, statsmodel) to forecast claim cost per policy. Compared with Gradient Boosting, Random Forest model, achieving an **R-squared** value of 0.002, resulted in enhanced pricing precision and refined risk categorization.
- Utilized feature selection techniques (**Permutation Importance, PCA**) to identify key drivers of pure premium and claim-cost prediction. Identified and analyzed impactful KPIs like **Vehicle-company, Annual Mileage, and Type of Claim**, leading to improved decision-making.

Walmart Sales (Data mining and Business Intelligence) (SQL, SAS, Power BI, Time-Series Forecasting)

- Conducted a Walmart sales analysis using advanced **SQL, SAS, and Power BI** to identify trends, KPIs(frequency), and seasonality in sales time-series data with **420K** records, contributed to the implementation of new pricing strategies and promotional campaigns for retail products.
- Engineered data infrastructure, creating Schema, ERD Model, and conducting **EDA** with **60+ optimized SQL** queries featuring joins, CTE, sub-queries, and aggregates. Incorporated findings into a Tableau dashboard, offering strategic business recommendations based on identified KPIs.

SKILLS AND CERTIFICATIONS

Analytical Skills: Statistical Data Analysis, Cleaning and transformation, Data Modeling, Data Storytelling, Causal Inferencing, Time Series Analysis, Text Analysis, Data engineering, Hypothesis Testing, Decision Science, Market Research, LLM

Frameworks & Tools: Python (NumPy, Pandas, Scikit-learn, Matplotlib), R, SQL, MS Office Suite (Excel, PowerPoint, Word, Access, Teams), Git/GitHub, Google Colab, SAS, SPSS, Google Analytics, Linux, Alteryx, Informatica, Looker, CRM, Cognos

Databases: MYSQL, Google Big Query, Oracle, MariaDB, SSMS, PostgreSQL, MongoDB, OLAP, OLTP

Project Planning and Management: RACI Matrix, Stakeholder and Client

Certifications: Alteryx Machine Learning Fundamentals, SQL (Advanced) (Udemy), Introduction to **Tableau** (Data Camp)