MANAS JOSHI

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PROFESSIONAL SUMMARY

Strategic result-driven data analyst adept at extracting actionable insights from complex datasets using Statistical Analysis, Dashboard Creation, and data visualization to drive business growth and enhance operational efficiency with data-driven strategies.

PROFESSIONAL EXPERIENCE

General Electric (GE) – Pricing Data Analyst Intern   **Jun 2023 – Dec 2023**
    Promotional and Pricing analysis on electrical appliances

- Harnessed 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 Project 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.
- Engineered YoY competitor summary analysis using **Tableau** to make data-driven decisions on promotional strategies and price quotation, facilitated a comprehensive comparison of promotional efforts against competitors, leading to a **30%** increase in promotional effectiveness.
- Utilized advanced **SQL** queries with **50** joins, to integrate **13** tables, yielding in-depth SKU insights for out **B2B/B2C** markets. Transformed these insights into tailored pricing strategies, fueling dynamic pricing implementation and an impressive **18%** surge in overall profitability.
- Performed customer-wise and brand-wise comparisons of invested capital and incremental Net Sales Margin (NSM) utilizing **Pivot tables, XLOOKUP**, **VBA**, **MACROS**, and **Power Query** delivering **15%** sharper pricing decisions and amplified profitability for the company.
- Incorporated **A/B** testing to competitive and promotional pricing models, leading to a strategic implementation of revenue-maximization strategies resulting in **10%** increase in revenue and significantly enhancing promotional efficiencies and strengthening market position.

TATA Consultancy Services – Data Analyst   **Jun 2021 - Jul 2022**
    Algorithm analysis and optimization (HPC)

- Conducted **Ad hoc** data analysis and developed parallel algorithms for HPC systems to optimize performance using **Python**, **SQL**, and **Power BI**, resulting in data-driven solutions to research questions demonstrating effective project coordination and resource management.
- Improved business performance by **20%** through the development and maintenance of **Power BI** and **SQL** reports, dashboards, and key performance indicators (KPIs) such as **Scalability, Speedup, and Memory-usage** demonstrating effective planning and timely execution**.**
- Led data-driven cloud optimization initiative by building interactive **finance** dashboards. Leveraged cloud consumption data to track adoption, identify cost inefficiencies, and optimize resource allocation resulting in **4%** revenue increase via cost savings and improved cloud utilization.

DATA ANALYSIS ACADEMIC PROJECT EXPERIENCE

Connecticut Food Share - Graduate Analytics Consultant (Capstone)   **Aug 2023 – Dec 2023**
    Donor and Vendor Analysis (SQL, Pandas, Excel, Tableau)

- Implemented actionable metrics to optimize donor segmentation strategies, leveraging **Quality Score**, **RFM,** and **Cohort** Analysis. Formulated Pricing and outreach strategies to address business questions, attracting **15%** new donors with profiles aligned with successful contributors.
- Implemented and evaluated a strategic **Purchase Guide** using **cost-trend analysis** to identify cost-effective vendors to stabilize year-round donation supplies by leveraging data-informed purchasing decisions, significantly enhanced operational efficiency.

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

- Conducted a Walmart sales analysis using **SQL Window functions**, Pandas, and **Power BI** to identify trends, patterns, and seasonality in sales data with **420K** records, resulting in the implementation of new pricing strategies and promotional campaigns for retail products.
- Engineered data infrastructure, creating Schema, ERD Model, and conducting **EDA** with **60+** intricate SQL queries featuring joins, sub-queries, and aggregates. Translated findings into a Tableau dashboard, offering strategic business recommendations based on identified KPIs.

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

SKILLS AND CERTIFICATIONS

Analytical Skills: Statistical Data Analysis, Data Integration, Cleaning and transformation, Data Modeling, Data Storytelling, A/B testing, Data Visualization, Causal Inferencing, Time Series Analysis & Forecasting, Text Analysis, Data engineering, Hypothesis Testing
Frameworks & Tools: Python (NumPy, Pandas, Scikit-learn, Matplotlib), R (ggplot, Caret, Dplyr), SQL, MS Office Suit (Excel, PowerPoint, Word, Access, Teams), Git/GitHub, Google Colab, SAS, Google Analytics, Linux, Alteryx, Informatica, AWS, Azure, PySpark, Looker, Airflow
Databases: MYSQL, MongoDB, Google Big Query, Oracle, MariaDB, SSMS, PostgreSQL, MongoDB
Project Planning and Management: RACI Matrix, Stakeholder and Client Management, MS Project, JIRA, Lucid Chart, Gantt Chart, Kanban, XP
Certifications: Alteryx Machine Learning Fundamentals, SQL (Intermediate) (HackerRank), Introduction to Tableau (Data Camp)