

# MEENAKSHI SETHI

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## PROFESSIONAL SUMMARY

Results-driven analyst specializing in business, data, and financial analytics. Committed to continuous improvement, delivering insights to optimize operations and enhance profitability while cultivating strong collaboration and communication.

## EDUCATION

- **Master of Science in Business Analytics | Northeastern University** Dec 2024
- **Masters in International Business Operations | IGNOU** Dec 2020

## ACADEMIC PROJECTS

- **RSVP Movies - Movie Data Analysis | SQL:** Used SQL queries to analyze movie data, found top genres and recommending leading production houses, high-rating movies and popular directors to boost revenue.
- **Housing Price Prediction | Python:** Built a 91% accurate linear regression model using Scikit-learn. Conducted EDA and feature engineering to identify key factors for property valuation and pricing.
- **OTT Platform Analysis | Enginius:** Utilized marketing analytics software Enginius for user segmentation and competitive positioning, concluding that genre-based differentiation might not optimize OTT platform strategies.
- **Diabetes Prediction | Python:** Focused on minimizing false negatives in diabetes detection. Prioritized recall over other metrics, recognizing that failing to identify a diabetic patient could lead to severe health complications.

## TECHNICAL SKILLS

- **Programming Languages:** • Python (Pandas, NumPy, Scikit-learn, SMOTE, BeautifulSoup) • SQL • R
- **Data Visualization:** • Power BI • Tableau • Matplotlib • Seaborn
- **Cloud & Data Engineering:** • AWS • Alteryx • Git/GitHub
- **Financial Analysis:** • SAP • NetSuite • QuickBooks • Budgeting • Variance Analysis • Financial Modeling • Cost-Benefit Analysis • Risk Assessment • Linear Programming (Optimization)
- **Project Management and Others:** • JIRA • Agile • MS PowerPoint • MS Excel

## TECHNICAL EXPERIENCE

### Crossroads of Michigan | Business Analyst Intern May 2024 - Present

- Developing master KPIs by gathering business requirements, using Jira & Agile framework **for iterative refinement and continuous improvement** through weekly sprints.
- Collaborating with cross-functional teams to ensure KPIs reflect and support organizational processes effectively.

### Rahi Systems | Sr. Executive MIS Mar 2023 – Aug 2023

- Coordinated a cross-functional team to implement strategic shipments, reviving 13 loss-making projects and **increasing profitability by 8%** in six months.
- Gathered data from various sources (ERP, Google Sheets) and collaborated with departments for **revenue analysis and trend identification**, enhancing the forecasting model. Revamped financial reports, **reducing preparation time by 67%**.
- Prepared and presented detailed monthly **country-wise profitability reports**, including YTD, YoY, and QoQ analyses at the SKU level for granular profit analysis, to higher management.
- Developed and maintained Tableau **Sales KPI dashboards** tracking revenue, growth, target and top-earning projects.

### Maersk GSC | Analyst CC & AP Mar 2022 – Dec 2022

- Achieved **\$97K cost savings** by analyzing purchase orders, eliminating duplicate bills and ensuring invoice accuracy.
- Created **dashboards** using PowerBI to assist the team in tracking **performance KPIs**, including invoice processing time, payment on-time, cost booking, vendor analysis and overdue workflow monitoring.
- Analyzed **regional inland transport costs**, collaborating with teams in South Africa, Seychelles, and Mauritius.

### Rahi Systems | Executive Finance Apr 2021 – Sept 2021

- Prepared monthly profit reports, monitored CAPEX and OPEX, and **analyzed variances** between budgeted and actual results.
- Utilized Hyperion for sales forecasting, applying **Time Series Analysis and Moving Average methodologies**.
- **Oversaw multi-country finance operations**, including AP/AR, aging analysis, assets FAR and inventory, adhering to GAAP.

### Amigos Associates | Assistant Manager Audit Jan 2020 – March 2021

- Ensured compliance with IFRS and IAS by overseeing the preparation of financial statements for variety of clients.
- Performed **diverse audits** (internal, risk-based, performance), analyzing financials to **identify risks and enhance processes**.
- **Directed ERP implementations** for IT and Non-Profits, gaining experience in the System Development Life Cycle (SDLC).
- Led a 3-4 members audit team, fostering collaboration and skill enhancement.

## RELEVANT COURSEWORK

• Database Management • Data Visualization • Data Analysis • Data Mining & Machine Learning • Modeling for Business • Operations & Supply Chain Management • Marketing Analytics • Cloud Computing

## CERTIFICATION

**Advanced Certification Program in Data Science | IIIT – Bangalore** Nov 2022  
**CA Intermediate (Cleared) - The Institute of Chartered Accountants of India (ICAI)** Nov 2015