

MEENAKSHI SETHI

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PROFESSIONAL SUMMARY

Results-oriented with over 2.5 years of experience in KPI development, financial modeling and business intelligence. Proven track record of driving business improvements through data-driven insights, process optimization and quality improvement initiatives.

EDUCATION

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

RELEVANT COURSEWORK

• Database Management • Data Visualization • Data Analysis • Data Mining & Machine Learning • Modeling for Business • Marketing Analytics • Marketing Research Practicum

TECHNICAL SKILLS

- **Programming Languages:** • Python • SQL • R
- **Cloud-AWS:** • S3 • Lambda • IAM • Glue (ETL) • Athena • SNS • RDS • Cloud Watch • Event bridge
- **Data Visualization:** • Power BI • [Tableau](#) • Matplotlib • Seaborn • ggplot2
- **Data Engineering and Database:** • Hadoop • Alteryx (ETL) • Firebase Firestore • MySQL • Vercel
- **Financial Analysis:** • SAP • NetSuite • Variance Analysis • Cost-Benefit Analysis • Risk Assessment • Optimization (LP)
- **Project Management and Others:** • JIRA • Git/GitHub • MS PowerPoint • MS Excel (VBA, Pivot Tables, VLOOKUP)

TECHNICAL EXPERIENCE

Crossroads of Michigan | Business Analyst Intern **May – Aug 2024**

- Built **KPI dashboard** to visualize key metrics and performance, using past data and growth models for benchmarks.
- Completed KPI refinement following Agile methodology, collaborating with cross-functional teams on requirements gathering, sprint planning and updating Epics, User Stories and Acceptance Criteria in JIRA.

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

- Enhanced EMEA sales analysis with SKU-level reports (YTD, YoY and QoQ analysis) using Excel and SQL, **boosting profitability by 8% across 13 projects**.
- Automated end-to-end data processing using **AWS (S3, Lambda, Glue, Athena, RDS, SNS, IAM)**, eliminating job skips, **reducing manual intervention by 80%** and enhancing performance and reliability.
- Worked on Jira stories in an Agile environment to track tasks, ensure progress and meet sprint goals for timely delivery.

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

- Created a Power-BI KPI dashboard to track invoice processing, payments, vendor performance and overdue workflows, **reducing turnaround time by 37.5%** (from 48 to 30 hours).
- Analyzed invoice data using Excel and SQL, identified discrepancies and **saved \$97K** by eliminating duplicate bills.

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

- Prepared monthly profit report, CAPEX/OPEX reports and conducted variance analysis (actual vs. budgeted) using Excel.
- Improved **sales forecasting accuracy by 15%** using a time series analysis model in Hyperion and collaborated with sales teams to enhance financial planning.

ACADEMIC PROJECTS

- **[Diabetes Risk Prediction](#) | Python, Pandas, NumPy, Scikit-learn:** **July-2024**
Developed a predictive model using Logistic Regression to identify high-risk diabetes patients, achieving 71.26% accuracy and 74.28% recall. Prioritized recall to reduce false negatives, improving early detection and patient outcomes in healthcare dataset of over 253,000 records.
- **[Twitter Engagement Analysis](#) | Tableau:** **June-2024**
Analyzed tweet timing and engagement, 24K+ tweets and 4K profiles (Feb-May 2022). Performed time series analysis to identified peak engagement hours (12-2 PM, 7-9 PM), Monday and Friday as top engagement days. Suggested premium pricing for peak times.

CERTIFICATION

[Advanced Certification in Data Science | IIIT – Bangalore](#)

Nov 2022