

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

- **Diabetes Risk Prediction | Python, Scikit-learn**
 - *Objective:* Built a predictive model to identify high-risk diabetic patients for early intervention.
 - *Data Preparation:* Processed 253,000+ BRFSS records, focusing on cleaning, balancing (using SMOTE), and scaling.
 - *Modeling:* Implemented Logistic Regression, Random Forest and XGBoost using Scikit-learn, with extensive feature selection (correlation matrix, Chi square test and variance inflation factor) and cross-validation.
 - *Outcome:* Selected Logistic Regression (71.26% accuracy, 74.28% recall) over XGBoost (85.76% accuracy, 11.72% recall) to prioritize recall and reduce false negatives, ensuring better detection of at-risk patients.
- **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.

TECHNICAL SKILLS

- **Programming Languages:** • Python (Pandas, NumPy, Scikit-learn, 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

- **Developed master KPIs** aligned with business goals, using a **dynamic growth model** and data analysis to establish benchmarks and guide strategic decisions in collaboration with stakeholders.
- Drafted clear KPI statements, identified data sources and facilitated team alignment for effective implementation.
- Applied **Agile framework** for continuous KPI refinement, documented the process for transparency and ensured alignment with organizational needs.

Rahi Systems | Sr. Executive MIS

Mar 2023 – Aug 2023

- Revitalized 13 projects, **boosting profitability by 8%** in six months through strategic shipment strategy.
- Gathered data from various sources (ERP, Google Sheets) from different departments for revenue **analysis and trend identification**, enhancing the forecasting model. Revamped financial reports, **cutting preparation time by 67%**.
- Prepared and presented detailed monthly **country-wise profitability reports**, including **YTD, YoY, and QoQ analyses**.
- 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.
- Built PowerBI dashboards to monitor KPIs for invoice processing, payments, cost booking, vendor analysis and overdue workflows.
- 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 • Marketing Research

CERTIFICATION

Advanced Certification Program in Data Science | IIIT – Bangalore

Nov 2022