MEENAKSHI SETHI

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PROFESSIONAL SUMMARY

Results-oriented Analyst with over 2 years of experience in business intelligence and data analysis. Proven expertise in enhancing profitability through strategic analysis and cost control. Skilled in financial modeling, KPI development and leveraging data-driven insights to optimize business performance. Dedicated to continuous improvement.

EDUCATION

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

ACADEMIC PROJECTS

- **Walmart Sales Analysis | MySQL**
  - *Objective:* Extract insights to enhance product strategy, customer behavior analysis, and operational efficiency.
  - *Data Preparation:* Processed and cleaned 1,000 records and 16 features, added time-based features and conducted analysis using aggregate functions and CASE statements.
  - *Result:* "Food and beverages" emerged as the top revenue generator, Branch C as the most profitable, and cash as the dominant payment method. The insights provide a solid foundation for optimizing inventory, marketing strategies and resource allocation.

- **Diabetes Risk Prediction | Python, Pandas, Numpy, Scikit-learn**
  - *Objective:* Built a predictive model to identify high-risk diabetic patients for early intervention.
  - *Data Preparation***:** Processed 253,000+ records, performed statistical analysis, addressed class imbalance, conducted feature engineering and implemented machine learning models (Logistic Regression, XGBoost) with 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.

TECHNICAL SKILLS

- **Programming Languages:** • Python • SQL • R • VBA
- **Data Visualization:** • Power BI • Tableau • Matplotlib • Seaborn • ggplot2
- **Cloud & Data Engineering:** • AWS • Alteryx • Firebase Firestore • Vercel
- **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 • Git/GitHub • Google Workspace

TECHNICAL EXPERIENCE

Crossroads of Michigan | *Business Analyst Intern*   **May 2024 – Aug 2024**
- Developed **Master KPI Dashboard** aligned with goals, using historical data and dynamic growth model to set benchmarks**.**
- Drafted clear KPI statements, identified key data sources and facilitated team alignment to ensure effective implementation.
- Applied **Agile framework** for KPI refinement, ensuring transparency and alignment with organizational goals**.**

Rahi Systems | *Sr. Executive MIS*   **Mar 2023 – Aug 2023**
- Gathered data from multiple sources (ERPs, Google Sheets) through collaboration with various departments, aiding in revenue analysis and trend identification to enhance the forecasting model.
- Prepared and presented EMEA profitability reports with YTD, YoY, and QoQ SKU-level analysis, revitalizing 13 projects and **boosting profitability by 8%.**
- Developed Tableau dashboards to track sales KPIs and streamlined financial reports, automating data extraction by consolidating multiple files into one, **reducing preparation time by 67%**.

Maersk GSC | *Analyst CC & AP*   **Mar 2022 – Dec 2022**
- Verified invoices and Pos, prepared cost control reports, and achieved **$97K in cost savings** by eliminating duplicate bills.
- Managed vendor reconciliations, coordinated with locations (SAI) to streamline records and financial processes.
- Built PowerBI dashboards to monitor KPIs for invoice processing, payments, cost booking, vendors and overdue workflows.

Rahi Systems | *Executive Finance*   **Apr 2021 – Sept 2021**
- Prepared monthly profit reports, cost allocation and **ad-hoc CAPEX/OPEX reports** and conducted variance analysis.
- Utilized **Hyperion** for sales forecasting, applying **Time Series Analysis** and Moving Average methodologies.
- Managed multi-country financial operations, ensured GAAP compliance, oversaw AR/AP, reconciliations, customer follow-ups, month-end activities and consolidation of financial statements.

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**