Meenakshi Sethi

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PROFESSIONAL SUMMARY

Results-driven analyst skilled in business, data and financial analytics, delivering insights and optimizing operations for enhanced profitability.

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 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 & Databases:** Python SQL R Oracle 12 MySQL Data Modeling (Oracle Data Modular)
- Data Science & Machine Learning: Pandas NumPy Scikit-learn SMOTE BeautifulSoup
- Cloud Computing & Data Engineering: AWS (EC2, S3) Alteryx Git/GitHub
- Data Visualization & Business Tools: Matplotlib Seaborn Power BI Tableau JIRA Agile Enginius
- **Financial Analysis:** Forecasting Budgeting Variance Analysis Financial Modeling Cost-Benefit Analysis Risk Assessment Linear Programming (Optimization) Hyperion
- Others: MS Excel SAP NetSuite QuickBooks MS PowerPoint Presentation & Reporting

TECHNICAL EXPERIENCE

• Rahi Systems | Sr. Executive MIS

Mar 2023 - Aug 2023

- Analyzed EMEA revenue data and performed multi-temporal analysis to identify trends and patterns. Utilized
 insights to develop optimized financial forecasting models and strategies.
- o Implemented **shipments strategy**, reviving 13 loss-making projects and **increasing profitability by 8%** in 6 months.
- Revamped financial reports to align with company needs, reducing data preparation time by 67% (12hrs to 4 hrs).
- o Developed **KPI-focused dashboards and monthly MIS reports** for tracking region-wise sales, top customers, project profitability, sales commission and performance variances.

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 for internal tracking of accounts payable KPIs, including invoice and payment processing time, payment on-time, cost booking, vendor analysis, and overdue workflow monitoring.
- o Facilitated **cross-functional collaboration** across regions including South Africa, Seychelles and Mauritius.

• Rahi Systems | Executive Finance

Apr 2021 - Sept 2021

- Prepared monthly MIS reports, projected income statements and implemented Hyperion-based sales forecasting models. Evaluated investment opportunities using NPV and IRR methodologies.
- o Developed **CAPEX budgeting models**, conducted **cost variance analysis** and maintained **fixed asset register**.
- Managed multi-country financial operations in accordance with GAAP, overseeing Accounts Payable/Accounts
 Receivable, aging analysis, inventory management, stock audits and assisted in consolidation of financial statements.

• Amigos Associates | Assistant Manager Audit

Jan 2020 - March 2021

- Oversaw preparation of **financial statements** to ensure compliance with reporting standards such as IFRS and IAS.
- Specialized in Internal, Risk-Based, Statutory, Process, Performance and Management Audits, worked with a 3–4-member audit team to enhance teamwork and skills.
- Led ERP implementations for IT and NGO, gaining experience in the System Development Life Cycle (SDLC).

VOLUNTEER EXPERIENCE

Crossroads of Michigan | Consultant (Summer Intern)

May 2024 - Present

- o Creating master KPIs to gauge organizational health and mission progress, using Jira and Agile framework.
- o Utilizing weekly sprints for iterative KPI refinement, ensuring continuous improvement and strategic alignment.

RELEVANT COURSEWORK

• Database Management • Data Visualization • Data & Statistical 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 CA Intermediate (Cleared) - The Institute of Chartered Accountants of India (ICAI) Nov 2022

Nov 2015