

# MILONI GADA

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[Email](#) ♦ [Website](#) ♦ [LinkedIn](#) ♦ [GitHub](#)

## SKILLS

**Technical** : Statistical Modeling, Forecasting, Data Visualization, Regression, Classification, Clustering, Predictive Analytics

**Programming** : Python, Java, SAP-ABAP, SQL, MySQL, R, Machine Learning, Natural Language Processing

**Managerial** : SDLC, Agile Methodology, Product/Project Management, Product Development, CRM, SCRUM

**Tools** : Excel, Microsoft Office, MATLAB, MS Project, Tableau, Power BI, Dashboards, Data Visualization, JIRA, AWS

## EXPERIENCE

### Caterpillar Inc.

Peoria, IL

Data Analytics & Business Solutions Intern

July 2022 - December 2022

- Built multiple self serviced dynamic **visualization** solutions in **Power BI** to assess product performance that gave insights into conversion ratios, volumes, order fulfillment, order gaps, ROI that reduced losses by 10%.
- Developed a **predictive model** in **Python** that categorized error codes using keywords to save manual labor by 90%
- Collaborated with Tech-team and performed **conversion and funnel analysis** on **clickstream** data from a mobile application to generate actionable insights highlighting customer pain-points and developed remedial strategies to improve customer experience and retention by 5% and new customer acquisition by 10%

### Armanino LLP

Santa Clara, CA

Data Analytics Intern

January 2022 - June 2022

- Developed **statistical forecasting** models such as **SARIMA**, **ARIMA** to develop Carbon Prediction Modeling tool to reduce carbon footprint by 10% from scope 1 and 2 type emissions
- Explained **variances** with forecast, impact of various performance drivers and built 20+ automated **Tableau** and **Excel** dashboards that helped identify patterns that could enhance enterprise sustainability performance for client companies
- Drafted and wrote documentation of code complete with **Machine Learning** charts and hyperlinks to web pages and data resources

### Bronco Entrepreneurs Advisory Clinic Hours

Santa Clara, CA

Data Analyst Consultant

October 2022 - December 2022

- Utilized Tableau to design and monitor core metrics, develop **root cause analysis** reports, and identify potential solutions to improve customer conversion, engagement, and reduce churn rate by 30%
- Conducted **quantitative** and **qualitative** analysis of financial statements, business summary reports, and Tableau dashboards to evaluate business decisions and their impact on target markets, resulting in an estimated 10% increase

### Santa Clara University

Santa Clara, CA

Data Analyst Research Assistant

March 2022 - June 2022

- Researched on **behavioral** patterns in struggling vs. successful students in courses, using logs of their activity and clickstream data, based on their ethnicities and compared them against different classroom configurations
- Extracted and cleaned more than 10 million student records to perform **exploratory** and **summative** data analysis.

### Cancer Patients Aid Association

Mumbai, Maharashtra

Marketing Data Analyst

February 2019 - August 2021

- Performed **Customer Segmentation** to profile retail customers using **K Means Clustering** to classify the customers to design targeted Digital Marketing strategy which helped in uplifting channel sales volume by 12%
- Identified strategic marketing opportunities through detailed analysis with intern team, making recommendations from clickstream data to **identify target audience** and design successful online fundraising campaigns, raising over \$50K for cancer patients
- Conducted A/B Testing to optimize marketing campaigns and analyzed digital campaigns to provide actionable insights

### Reliance Industries Limited

Mumbai, Maharashtra

Data Engineer

January 2017 - January 2019

- Took autonomous, data-driven decisions, executed **process improvement initiatives**, managed revenue, operations, and P&L of internal projects. Initiated new processes to streamline operations and enhanced **customer experience** by 15%
- Collaborated with data engineers to develop **data lakes** to improve data quality and accessibility
- Assisted in the development and implementation of **ETL processes**

## EDUCATION

Master of Science in Information System, **Santa Clara University, Leavey School of Business**, CA, USA

June 2023

Bachelor of Technology in Electronics, **Veermata Jijabai Technological Institute University**, Mumbai, India

June 2016

## HONORS & ACTIVITIES

**Dean's List, Santa Clara University**: Acquired 4.0 GPA in the final quarter

Awarded in April 2023

**CatHack 2022, Caterpillar**: Winner of Hackathon among 10+ interns' teams

Awarded in July 2022