Mithun Nair

Tempe, Arizona   **[GitHub Portfolio](#)**   (480)-942-4171   mnair10@asu.edu   [LinkedIn](#)

PROFESSIONAL SUMMARY

Results-driven Sales Analyst with over 3 years of experience in data analysis, operations optimization, and business intelligence within fast-paced environments. Skilled in **strategy development** and **problem-solving**, with a proven ability to monitor project **status**, ensure **scope** alignment, and collaborate effectively with diverse **stakeholders**. Expert in leveraging SQL, Power BI, and Excel for advanced data analysis, reporting, and data visualization to support **data-driven decision-making**. Adept at providing actionable **recommendations** and creating **roadmaps** that drive operational and sales success. Proficient in designing and maintaining dashboards, generating **documentation**, and delivering comprehensive reports. Committed to improving business performance through **continuous learning** and process improvement, while adhering to industry **best practices**. Experienced in analyzing sales and operations data to identify opportunities for growth, supporting strategic business development, and facilitating **organizational** improvements.

LEADERSHIP EXPERIENCE

Leadership and Innovation Contributor (SMB Lab)   March 2024 – Present
- **Engaged in the SMB Lab** at the W. P. Carey School of Business, ASU, contributing to **strategic** supply chain research and innovations designed to set new **industry benchmarks** and best practices.
- **Collaborated with stakeholders** including faculty, industry leaders, and peers to execute projects that address complex supply chain challenges, providing **recommendations** and **roadmaps** for forward-thinking solutions.
- Facilitated **documentation** and **knowledge exchange**, applying advanced supply chain theories and technologies to enhance global supply chain management practices and align with **continuous learning** initiatives.

PROJECT EXPERIENCE

Digital Supply Chain Risk Simulator Tool (Avnet, Capstone)   January 2024 – April 2024
- **Developed an interactive Risk Dashboard** using PowerBI to enhance supply chain management by analyzing historical and current data, providing actionable **recommendations** to predict and mitigate potential disruptions.
- **Leveraged advanced data-driven insights** to empower decision-makers, improving overall supply chain resilience and responsiveness through enhanced **strategy** and risk management in a dynamic environment.
- **Conducted in-depth risk analysis**, identifying key vulnerabilities such as Obsolescence and Market Risks, significantly improving **problem-solving** and **decision-making** processes for risk management.

Fake Review Detection in Online Platforms Using Yelp Dataset   January 2024 – February 2024
- **Led a project collaborating with cross-functional stakeholders**, analyzing the Yelp dataset to develop a system for detecting fake reviews, **strategizing** to enhance trust and integrity in online review ecosystems.
- **Conducted thorough data analysis** and **documentation** through comprehensive data loading, preprocessing, and exploratory data analysis (EDA) to identify key variables and trends across over 75,000 reviews from 1,792 restaurants.
- **Implemented advanced NLP techniques** such as sentiment analysis and topic modeling, providing **actionable recommendations** to distinguish authentic reviews from fraudulent ones.
- Developed criteria based on **review patterns and issues**—such as timing, language use, and rating inconsistencies—to flag potential fake reviews, identifying critical factors impacting business reputation and **stakeholder** decision-making.

Optimizing Workforce Management (ABLE Marketing)   October 2023 – December 2023
- **Developed and implemented a data-driven decision model** for workforce management at ABLE Marketing, providing actionable **recommendations** that resulted in a 15% reduction in operational costs by balancing compensation, hiring, and overtime expenses over a 3-month period.
- **Led the analysis of workforce adjustment strategies**, recommending the hiring of executives on a contractual basis for 5 key projects, improving **organizational flexibility** and **responsiveness to stakeholder needs** by 25%.
- **Successfully managed workforce optimization efforts**, enhancing **problem-solving** and improving operational efficiency by 20%, contributing to the project's ability to meet fluctuating demands while maintaining high service quality.

PROFESSIONAL EXPERIENCE

Staff Business Intelligence Analyst, Sales Operations   June 2022 – June 2023
Verizon Wireless   Gujarat, India
- **Dashboard Development**: Collaborated with sales and operations teams to design and implement dashboards using SQL and Excel, driving **data-driven decision-making** and improving operational efficiency by 20%, resulting in a $150,000 annual cost savings.
- **Sales Data Analysis:** Led projects using Agile methodologies and advanced Excel, increasing sales performance by 25% through deep data analysis, trend insights, and **recommendations** from **A/B testing** strategies.
- **Operational Excellence:** Managed Agile projects, improving operational efficiency by 25% through **scope alignment**, data insights, and **problem-solving** strategies.
- **Reporting and Insights:** Developed performance metrics reports using SQL and statistical analysis, improving decision-making accuracy by 20% and providing actionable insights to optimize sales strategies, increasing **stakeholder** satisfaction by 15%.
- **Data Quality Reporting:** Created data quality reports using SQL and Excel, ensuring **compliance** with best practices and improving decision-making accuracy by 20%, supporting better **strategic decisions** and boosting satisfaction by 15%.

Business Intelligence Analyst, Sales Operations   November 2019 – May 2022
Verizon Fios   Gujarat, India
- **CRM Analytics and Retention:** Optimized sales performance with CRM analytics and SQL, achieving 95% retention through targeted strategies and proactive customer engagement.
- **Data-Driven Decision Making**: Analyzed customer data using PowerBI and SQL, improving decision-making accuracy by 20% and increasing satisfaction by 15%.
- **Operational Efficiency**: Enhanced KPIs and operational efficiencies in sales and service delivery through data analytics, automated testing, and modeling techniques.
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EDUCATION

W. P. Carey School of Business at Arizona State University   August 2023 – May 2024
Masters of Science in Business Analytics   Tempe, Arizona
- Relevant Coursework: Business Process Analytics, Machine Learning for Business Applications, Analytical Decision Modeling, Quantitative Risk Management, Predictive Modeling, Advance Excel and Visualization, SQL & Database Management, Statistical Analysis.

Gujarat Technological University   August 2014 –May 2019
Bachelor of Engineering in Electronics & Communications   Ahmedabad, Gujarat
- Relevant Coursework: Digital Signal Processing, VLSI Design, Control Systems, Embedded Systems, Analog Electronics

SKILLS & ACTIVITIES

- **Languages:** English (Advanced), Hindi(Intermediate), Gujarati(Intermediate) & Malayalam(Intermediate).
- **Computer Skills:** Advance Excel, Power-BI, Python, SQL, Minitab, SPSS & Tableau.
- **Technical Skills**: Project Management, Lean & Six Sigma Methodologies, Data Cleaning & Management, Data Analysis & Science, Multiple Database Management, Statistical Programming, Statistical Investigations Methodology, Machine Learning Models, Program Leadership & Project Development, Data mining, Data reporting & Presentations, Predictive Modeling & Trend Analysis, Strategic Planning & Tactical Execution.
- **Certifications:** Google Project Management Professional.