Monil Mehta

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PROFESSIONAL SUMMARY

Data and Product Analyst with 2 years of experience, proficient in SQL, Power BI, Excel, and Python. Experienced in leveraging machine learning, natural language processing, and predictive analytics to deliver actionable insights across tech, education, and public health sectors. Skilled in building interactive dashboards, automating workflows, optimizing user engagement, and developing accurate models to drive data-informed decisions and drive business growth. Aiming to lead data-centric strategies in the tech and innovation sectors, translating data and AI insights into impactful, scalable solutions.

EDUCATION

University of Maryland, Baltimore County — **Baltimore, Maryland, USA**
M.S. Information Systems with Specialization in Data Science and AI — May 2024
Mumbai University — **Mumbai, India**
B.Tech. Computer Science and Engineering — Nov 2020

TECHNICAL SKILLS

Languages & Libraries - SQL, Python (NumPy, Pandas, Matplotlib, Seaborn, Scikit-Learn), R.
Data Analysis - Data Cleaning, Data Modeling, Data Warehousing, ETL, Hypothesis Testing, Regression Analysis.
Data Visualization - Power BI, Tableau, Microsoft Fabrics, Alteryx, Google Analytics.
Databases - MySQL, PostgreSQL, RDBMS, Oracle, MongoDB.
Software Tools - Excel (VLOOKUP, Macros), Jupyter Notebook, Git/GitHub, Weka, Databricks, VS Studio, Jira.
Other Relevant Skills: Analytical Mindset, Critical Thinking, Problem Solving, Attention to Detail, Team Collaboration.

WORK EXPERIENCE

Product Analyst / *Eloomin, San Francisco, USA* — **Dec 2024 - Present**
- Accelerated feature delivery for the Eloomin app by 2+ weeks and improved user engagement by analyzing behaviors across 500+ users, optimizing the onboarding flow to reduce drop-offs and enhance user retention.
- Collaborated with designers, researchers, and developers to build PRDs, sprint plans, and roadmaps in Jira and applied AI-driven Descriptive (Clustering) modeling to uncover key friction points in the user journey.
- Developed an interactive Power BI dashboard to track DAU, session duration, onboarding drop-offs, and subscription conversions, and implemented predictive models to forecast user retention and content engagement trends.
- Continuously analyzing 500+ onboarding sessions and evolving user engagement clusters to refine personalization strategies and prioritize product development.

Product Analyst (Pro-Bono Intern) | *Jain Alert Inc., New Jersey, USA* — **Aug 2024 - Dec 2024**
- Increased student participation by 30%, driving 1,200+ new attendees and converting 754 attendees into active members through behavioral analysis and targeted outreach to under-engaged international student groups.
- Used SQL to clean and analyze 3+ years of historical engagement data, and built Power BI dashboards to visualize participation trends across event types and user demographics.
- Developed AI-powered recommendation systems using content-based filtering to personalize event suggestions based on user behavior and preferences, boosting user experience and participation.

Data Analyst | *Residential Life - UMBC, Baltimore, USA* — **Aug 2023 - May 2024**
- Identified high-crime transit zones affecting 3,000+ student commuters by analyzing 50,000+ Baltimore City crime reports, helping Residential Life develop targeted safety communications and resource planning.
- Developed a predictive model with 93.5% accuracy using Python, leveraging clustering and regression to forecast crime hotspots by location and time, enhancing proactive safety efforts in high-risk areas.
- Designed heat maps and visual dashboards (Folium, bar plots) to visualize high-risk neighborhoods and peak crime hours, and presented key insights to Residential Life staff to support student safety initiatives.

Data Analyst (Summer Intern)| *CloudLeap Technologies, Baltimore, USA* — **Jun 2023– Aug 2023**
- Processed 500K+ data points from census.gov and social media metadata using SQL, Python, and NLP to uncover mental health trends across urban and rural California, improving insight accuracy by 30%.
- Analyzed regional mental health disparities in urban and rural areas by analyzing demographic data and socio-economic factors, leading to actionable insights on mental health care needs across different regions.
- Collaborated with the FDA and U.S. Census Bureau to analyze regional healthcare access by applying spatial mapping and statistical analysis to recommend targeted interventions for improving mental health care availability in low-resource areas.

PROJECTS

Customer Segmentation by Personality - **Tools Used:** Python (Pandas, Scikit-learn, Seaborn, Matplotlib), Kaggle Dataset
Performed customer segmentation using Agglomerative and K-Means clustering on a Kaggle dataset after conducting data cleaning, outlier removal, and PCA-based dimensionality reduction in Python. Visualized insights through Seaborn and Matplotlib, identifying four distinct customer groups that informed targeted marketing strategies and customer loyalty programs.

Predict Future Sales - **Tools Used**: Python (Pandas, Scikit-learn, XGBoost, Matplotlib, Seaborn)
Developed predictive models using Python to forecast monthly sales across over 1,000 product-store combinations, achieving a Root Mean Squared Error (RMSE) of 0.89. Conducted thorough data preprocessing, feature engineering, and trend analysis to improve model accuracy. Utilized Matplotlib and Seaborn to visualize sales trends, seasonality patterns, and anomalies, generating actionable insights that enhanced inventory management, revenue planning, and promotional pricing strategies.