

# MUSKAN AGGARWAL

West Lafayette, IN | 463-328-1966 | aggar158@purdue.edu | [LinkedIn](#)

## PROFILE

- MS Business Analytics and Information Management student with 2+ years of experience in data analysis, process optimization, and business intelligence.
- Proficient in Python, SQL, SAS, Qlik Sense, Power BI, Hive, and Hadoop, with a track record of leveraging data to drive decision-making and operational efficiencies. Skilled in spreadsheet modeling, predictive modeling, data visualization, and translating complex datasets into actionable business insights.
- Certifications: Azure AI-900, Azure AZ-900 | Microsoft; Big Data Modeling | University of California San Diego (via Coursera); Python Programming | University of Michigan (via Coursera); German Language Level C2 | Goethe Institute

## EDUCATION

### Purdue University, Daniels School of Business

West Lafayette, IN

- *Master of Science in Business Analytics and Information Management*

August 2025

### Shiv Nadar University

India

- *Bachelor of Technology in Electronics and Communication / Minor in Communication studies*

May 2025

## PROFESSIONAL EXPERIENCE

### Meijer

West Lafayette, IN

#### Data Scientist

January 2025 – April 2025

- Engineered and deployed predictive and uplift models (Linear Regression, XGBoost) on 400K+ customer records to evaluate loyalty offer performance and campaign ROI.
- Identified high-performing segments (e.g., PETS: +\$15 lift) and digital drivers (e.g., +\$41 per claim day), enabling data-driven personalization and spend optimization.
- Delivered actionable recommendations using customer segmentation, campaign attribution, and treatment-effect modeling, improving targeting efficiency by 18%.

### ZS Associates

India

#### Business Technology Solutions Associate

June 2022 - July 2024

- Spearheaded data analysis and reporting for a leading US pharmaceutical company, leveraging SQL and SAS to design and implement analytical operations, improving data accuracy by 60%.
- Automated processes using Linux, reducing runtime by 25% and enhancing operational efficiency.
- Developed over 10 interactive dashboards using Qlik Sense, showcasing key performance indicators (KPIs) and delivering actionable insights to stakeholders.
- Led the execution of 4 Power BI dashboard projects, utilizing self-directed learning to deliver high-impact visualizations.
- Collaborated with cross-functional teams to generate high-impact analyses, ensuring data-driven decision-making.
- Onboarded and trained 3 new team members, fostering seamless integration and team productivity.

### KPMG Global Services

India

#### Trainee – Capability Hubs

June 2021 - August 2021

- Conducted comprehensive research and comparative analysis on 200+ parameters, identifying performance gaps and recommending industry best practices.
- Enhanced client engagement by delivering actionable insights and benchmarking reports.

### Ernst & Young

India

#### Summer Analyst - Supply Chain and Operations

July 2020 - August 2020

- Built machine learning models using Alteryx to identify profit maximization opportunities, improving operational efficiency and cost savings.

## ACADEMIC PROJECTS

### Biometric Recognition using Deep Learning (Python, Keras, Jupyter Notebook)

May 2022

Developed a Convolutional Neural Network (CNN) for facial recognition using the University of Massachusetts' Labeled Faces in the Wild dataset. Optimized the CNN through iterative testing and parameter tuning, achieving high accuracy in feature extraction and image classification.

### Crop Health Evaluation using Aerial Imagery (Python, Streamlit, Scikit-Learn)

December 2021

Trained a machine learning model to identify diseased crops from aerial images, enabling early detection and prevention of crop diseases. Evaluated multiple ML models using various metrics to determine the most efficient solution for crop health analysis.

## LEADERSHIP ACTIVITIES, AFFILIATIONS, HONORS

- Dean's List recipient for Academic Excellence in Monsoon 2020, Spring 2021 semesters
- Active part of student government at Shiv Nadar University, serving as Vice President and Press Secretary
- Received "Dashing Debut" award in recognition of outstanding work performance at ZS Associates