

Neha Madhao Pande

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TECHNICAL SKILLS

- **Programming Skills:** SQL, Python, R, **Automation & Workflow:** PowerApps, Power Automate
- **Data Science Frameworks:** PySpark, NumPy, Pandas, Matplotlib, Scikit-Learn, ISLR, Caret, dplyr, RandomForest, ggplot2
- **Cloud & Databases:** Snowflake, Google Cloud Platform (GCP), Big Query, Microsoft Azure
- **Data Visualization & Storytelling:** Microsoft Power BI, Tableau, Google Analytics (GA4), KNIME, DAX, Looker
- **Certification:** 1. Microsoft Certified: Power BI Data Analyst Associate (DA-100/PL-300) - <http://bit.ly/3wR8JOo>
2. EY Analytics – Data Visualization – Bronze (2022) - <https://bit.ly/3wGSm7d>
3. AI Infrastructure and Operations Fundamentals from NVIDIA Academy

PROFESSIONAL EXPERIENCE

University of Illinois Chicago – Innovation Center | Graduate Research Assistant, Chicago June'24 - Present

- Executed cross-functional data analysis of **Caterpillar** digital platforms utilizing **Google Big Query, Python & R Studio** to identify user segments, trends, and engagement of reduced engagement rates, which led to strategies boosting aftermarket sales.
- Engineered a **Tableau** dashboard to analyze UI/UX performance for purchase and non-purchase users, identifying barriers and uncovering opportunities. Improvements that could increase traffic between **Cat Rental** and **Cat Used** platforms by up to 6x.
- Initiated comprehensive research into cross-platform conversion rates, revealing potential increases of 10-25% through targeted adjustments in product presentation across sales channels.
- Assessed a Digital Intelligence Warehouse (DIW) for a **Caterpillar** lab project, using **Google Cloud Platform (GCP) Big Query** and **Google Analytics (GA4)** to analyze complex digital datasets; this initiative improved data accessibility across teams.

EY GDS | Senior Consultant, Bangalore, India October'21 – October'23

- Created an **interactive Power BI dashboard** for **demand forecasting, staffing efficiency, and compliance**, boosting efficiency by 60% and streamlining decision-making for business leaders.
- Developed advanced **DAX** measures as Lead **Power BI** Developer supporting EY's Data & Analytics Practice, optimizing dashboards for Operations Data Marts and saving 100+ hours weekly.
- Designed a **Snowflake** framework for a **Banking & Capital Market** client and streamlined data loading procedures from **Excel files into Snowflake**. Decreased the average load time by up to 40%, directly improving operational workflows.
- Utilized extensive **SQL** expertise to design and build robust data views for verification & increased accuracy of reports by 35%.

Fractal Analytics | Analytics Consultant, Mumbai, India April'18 – October'21

- Architected **5-star media reports** for Fortune 50 CPG client, tracking key **media KPIs** (TV Reach, GRP, Digital Reach, Spending). Built and integrated **data solutions** for cross-functional teams, ensuring clear communication and impactful insights.
- Automated reporting in **Excel & KNIME**, reducing turnaround time by **50% (1 FTE/Month)** and providing CPG client's brand managers with a **centralized media KPI dashboard**.
- Led the development of an **end-to-end automated tracker** in **PowerApps & Power BI** for a **Fortune 50 CPG** client, using **DAX** to streamline supply chain planning, saving **\$0.5M** in costs. (F&HC, Hair Care & Baby Care)
- Directed **end-to-end project ownership**, rigorous documentation, stakeholder engagement, monitoring data quality and refreshes, and investigating to fix bugs with 99% accuracy.
- Owned **ETL pipelines, process automation**, and **data quality management/data governance** for a CPG Fortune 50 Client, conducting root cause analyses to identify anomalies and propose solutions that cut down processing time by 40%.

EDUCATION

University of Illinois Chicago January'24 – May'25

MS in Business Analytics - Specializing in Machine Learning & Data Analytics

Coursework: Python for Data Science, Marketing Analytics, Machine Learning statistics, Data Mining with R, ML Ops

MKSSS's Cummins College of Engineering for Women, India May'12 – June'16

Bachelor of Engineering, Major in Electronics & Telecommunication (First Class)

PROJECTS

- **Capstone Project** – Developed a Deep learning model using **CNN** to predict patient flow in UI Health's emergency department.
- Built an end-to-end Machine Learning model (SVM) for Instacart's Multi-Category Product Recommendation project to analyze customer purchase behavior and enhance prediction accuracy.

VOLUNTEERING & LEADERSHIP

- **Corporate Relations Director** at Business Analytics Organization (BAO) – UIC Fall'24
- **Teaching Assistant** for Master of Engineering (MEng) 407 course with a focus on AI and ML Fall'24

ACHIEVEMENTS

- Recognized with the **"Spot Award"** at **EY** for enhancing overall team efficiency by 30% within 8 months of joining.
- Awarded with **"Quick on the Block"** & **"On the Spot"** awards at **Fractal Analytics** within 6 months for transforming a long-term detractor client into a promoter, elevating the NPS score from 4 to 9.