

# Samruddhi Patil

[spati22@unh.newhaven.edu](mailto:spati22@unh.newhaven.edu) | (203) 823-3990 | <https://www.linkedin.com/in/samruddhi12/>

## EDUCATION

**University of New Haven**

**Master of Science, Business Analytics**

*Honors:* Dean's Scholarship

**Connecticut, USA**

**May 2026**

**University of Mumbai**

**Bachelor of Engineering, Electronics**

**Navi Mumbai, India**

**June 2022**

## SKILLS

**Data Analytics:** SQL, Power BI, Tableau, Excel, Google Analytics, KPI Reporting, Dashboard Development

**Programming & Statistical Analysis:** Python, R, Pandas, NumPy, Data Analysis

**Data Management & Governance:** Data Cleaning, Data Preparation, ETL, Data Modeling, Process Optimization

**Business & Project Tools:** Jira, Confluence, Visio, Agile/Scrum Methodologies

**Certifications:** Microsoft Power BI Data Analyst, Cisco Data Analytics, Cisco Python Essentials

## WORK EXPERIENCE

**Life Insurance Corporation (LIC)**

**Mumbai, India**

**Data Analyst**

**February 2023 – June 2024**

- Partnered with business leaders to gather reporting requirements and design real-time Power BI dashboards integrated with SQL databases, improving transparency and ROI by 30%.
- Utilized SQL and Python to conduct market research and segmentation analysis, identifying 3 key customer segments, leading to targeted marketing strategies that improved engagement by 25%.
- Analyzed pricing strategies and competitive models using Excel and SQL, determining optimal pricing for new healthcare policies, improving pricing accuracy, and increasing revenue by 10%.
- Conducted customer lifetime value (CLV) and performance analysis to support strategic decision-making, optimizing processes and reducing acquisition costs by 15% through data-backed resource allocation.
- Collaborated with sales and product teams to improve operational efficiency, providing healthcare insights that guided successful product launches, resulting in 10% growth in new policy subscriptions.
- Designed and documented automated feedback reporting process, integrating user insights into product development cycles and improving customer satisfaction by 20%.

**White Wular**

**Delhi, India**

**Digital Marketing Intern**

**July 2022 – December 2022**

- Improved campaign performance, partnered with cross-functional teams to define automation requirements and build performance reports, driving a 40% increase in open email rates.
- Increased organic visibility, analyzed web traffic using Google Analytics and Excel, conducted keyword research, and improved search engine rankings by 20%.
- Optimized user engagement, analyzed Tableau dashboards to identify performance gaps and implement targeted changes, resulting in a 12% increase in click-through rates.
- To support data-driven decisions, translate analytical insights into stakeholder presentations, improving alignment on marketing initiatives and execution efficiency by 25%.

## PROJECTS

**Healthcare Data Reporting & Process Optimization**

**January 2025 – May 2025**

- Designed a performance monitoring dashboard integrating 25 K+ healthcare records from SQL sources to visualize admissions, treatment costs, and bed utilization metrics.
- Improved process transparency and reduced manual reporting time by 40 %, supporting faster, data-driven resource allocation and executive decision-making.

**NJ-NY Port Authority Bus Terminal & Demand Forecasting**

**August 2025- December 2025**

- Forecasted bus terminal passenger demand for 2026–2030 by analyzing past trends and seasonal patterns, showing 26% higher peak periods than average to support staffing planning.
- Built a structured database from 5+ years of historical data to deliver carrier-level comparisons versus 2019 pre-COVID levels, identifying 15–30% recovery gaps and enabling fair terminal space allocation.

## LEADERSHIP EXPERIENCE

**Program Director & Educator, Prangan Foundation**

**August 2021 – June 2024**

- Developed data-driven training programs and led cross-functional community initiatives, improving participant performance by 45% and increasing overall program efficiency by 30%.
- Led strategy and funding initiatives for education programs supporting underprivileged students.