

# Samruddhi Patil

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## EDUCATION

University of New Haven

Connecticut, USA

Master of Science, Business Analytics

May 2026

Honors: Dean's Scholarship

University of Mumbai

Navi Mumbai, India

Bachelor of Engineering, Electronics

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.
- Communicated analytical findings through stakeholder presentations, enabling data-driven marketing decisions and improving 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.