

Preet Desai

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SUMMARY

Results-driven Business Analytics professional with a strong foundation in data-driven insights, analytical problem-solving, and SQL, Python, and Power BI for high-quality reporting solutions. Skilled at developing interactive visualizations, understanding business requirements, and transforming data into actionable insights to support stakeholders and decision-making. Proven success in cross-functional collaboration, creating technical specifications, and QA for accurate dashboards to turn business into your next success story!

SKILLS

Programming Languages: Python, SQL, R programming, NoSQL, SAP
Data Visualization: Tableau, Power BI, Alteryx, Python Libraries, Advanced Excel
Technical: Microsoft Office (Excel, Word, PowerPoint), My SQL, Data modeling, Database management, CRM, Data-driven Analysis, Statistical Analysis, Regression Analysis, Data Enrichment, Documentation, Business Intelligence, Automation of Processes, Performance Forecasting, Troubleshooting BI solutions, Operational Metrics, ETL, Data mining, Business Intelligence, Executive Reporting, Product Development, Documentation, Customer Targeting, Root Cause Analysis, Marketing Analytics, Finance
Soft skills: Adaptability, Critical thinking, Problem-solving, Client-facing Experience, Cross-Functional Team Collaboration, Stakeholder management, Entrepreneurial Leadership, Fast-paced Environments, Strategic Planning, Attention to Detail

CERTIFICATIONS

Alteryx Micro Credential | Google Data Analytics | Google Project Management | AI for everyone | SQL |

EDUCATION EXPERIENCE

Master of Science, Business Analytics **3.7/4.0 GPA – Recognition**
The University of Texas at Dallas August 2022 – May 2024
• Certified specializations: Applied Machine Learning, Healthcare Information Technology
Bachelor of Technology, Electrical Engineering – Finance **3.5/4.0 GPA – First Class**
Nirma University, India August 2017 – May 2021

WORK EXPERIENCE

Holiday Channel, Chandler, Az **Program Management Analyst Intern (September 2024 – Present)**
• Collaborated cross-functionally to develop a strategic product roadmap based on competitive analysis, driving innovative features for the mobile app ensuring alignment with commercial operations and increasing user engagement potential in early-stage testing.
• Spearheaded coordination between engineering and business teams to streamline the development of a mobile app, optimizing communication and project timelines, resulting in a 10% acceleration in product milestones within the first two weeks.
R systems, Dallas, Tx **Strategic Consultant (May 2024 – July 2024)**
• Developed a comprehensive Go-to-Market Strategy for a HealthTech client's new Mental Wellness app, identifying target customers, user requirements, pricing strategies, and assessing product-market fit leading to an estimated 20% increase in market penetration.
• Conducted in-depth competitive analysis, market research and user behavior analysis, gathering insights from over 50 users to refine product features supporting customer relationship management, potentially increasing 15% more opportunities for differentiation.
• Collaborated cross-functionally with engineering and marketing teams, to track and analyze user behavior, providing actionable insights and to ensure the successful development and launch of new features, increasing platform engagement by approximately 15%.
The University of Texas at Dallas, Richardson, Tx **Graduate Teaching Assistant (January 2024 – May 2024)**
• Instructed graduate-level courses in Database Foundations and Applied Natural Language Processing, imparting students with acumen in database management, a strong understanding of ETL processes, business communication and a problem-solving mindset.
Rajvi Stock Broking, India **Business Data Analyst (August 2021 – July 2022)**
• Developed and executed strategic initiatives to enhance trading services, resulting in a 15% increase in client acquisition and a 10% boost in overall trading volume. Conducted market research and competitor analysis to identify and capitalize on growth opportunities.
• Designed custom Tableau dashboards, enhancing portfolio visibility by 20%, enabling quicker client decisions on KPIs and market trends.
• Collaborated cross-functionally using JIRA and Confluence to streamline internal processes, resulting in a 30% reduction in service response time for client queries and optimized client investment outcomes, by employing Python for data processing and forecasting.
Confidosoftware, India **Data Analyst Intern (May 2021 – August 2021)**
• Conducted EDA and statistical computing using SQL and Python, optimizing product placement to increase sales by 15%.
• Collaborated cross-functionally to demonstrate visualizations in Tableau and R, highlighting over 8 key insights to the stakeholders.

CONSULTING EXPERIENCE

Conagra Brands, Chicago, Il **Student Consultant Data Analyst (January 2023 – May 2023)**
• Boosted revenue potential by 5% through sentiment analysis and forecasting using Python, Alteryx, creating custom dashboards in Tableau and supporting change management with agile methodologies. Communicated KPIs to business stakeholders.

PROJECTS

Driving Sustainability through Data: Analyzing SDG indicators for Global Impact **February 2024 – March 2024**
• Led a sustainability project analyzing key SDG indicators using SQL and Power BI, providing actionable insights to increase water access in Ethiopia from 20% to 55% and forecasting a 5% rise in primary education completion rates in major countries.
Optimizing Healthcare with EHR and Data Analytics Integration **January 2024 – March 2024**
• Streamlined workflows and enhanced data accuracy in Epic EHR system by aligning healthcare solutions with clinical needs, reducing costs through data mining techniques and decision analysis using R and enhancing quality of care and system interoperability.
Predicting Financial Market Trends using ChatGPT and Sentiment Analysis **February 2023 – April 2023**
• Led a team to develop a predictive system leveraging NLP and utilizing APIs for market sentiment analysis, achieving 85% accuracy in forecasting market trends, predicting financial market and implementing agile data workflows in Alteryx and visualizing in Tableau.