Premal Doshi

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in ○ Portfolio

Detail-oriented **Data Analyst/BI Consultant** with 4+ years of experience in **consulting**, **public policy**, and **healthcare analytics**. Skilled in designing **KPI dashboards**, extracting insights via **SQL/Python**, and driving stakeholder decisions. Proven record in cross-functional collaboration and building data tools that shape strategic outcomes.

Technical Skills

Languages/Tools: SQL, Python, Power BI, Excel, R, Git
Databases: Snowflake, PostgreSQL, SQL Server, Redshift
Concepts: Dashboarding, A/B Testing, KPI Reporting, Data Modeling, ETL, Causal Inference

Experience

Senior Data Scientist, Luminosity (Public Policy Consulting), St. Petersburg, FL   Jan 2025 – Present
- Built Power BI dashboards to analyze supervised release programs using metrics like 90-day compliance; enabled NYC MOCJ directors to adjust funding strategies.
- Developed Sankey charts illustrating Penal Law 370.15 case progressions, highlighting delays and intervention gaps.
- Created a low-code LLM-powered dashboard experience using a RAG pipeline for querying over 278 justice-related indicators.
- Built automated ETL pipelines using SQL; improved time-to-dashboard by 40%.
- Delivered Excel/PowerPoint executive summaries; improved decision turnaround time for key city stakeholders.

Graduate Research Assistant – Team Lead, University of South Florida, Tampa, FL Aug 2023 – May 2025
- Led 10-member agile team to optimize container tracking for campus logistics using deep learning and computer vision; saved $90K in operations.
- Migrated and joined datasets from Oracle and MySQL to Databricks using Fivetran for integrated analytics on US healthcare trends.
- Created Tableau dashboards and Python scripts to support ongoing academic research and grant reporting.

Decision Analytics Associate, ZS Associates (Management Consulting), Remote   Feb 2022 – Aug 2023
- Built campaign performance dashboards in Power BI for Fortune 50 pharma clients; monitored KPIs like churn, NPS, and revenue lift.
- Conducted A/B testing and customer segmentation using SQL and Python; resulted in 25% improvement in campaign ROI.
- Automated monthly regulatory reporting using Excel macros and Python scripts, saving 3+ hours/day for a 30-person team.
- Delivered ad-hoc SQL analyses and business insights to VPs, supporting sales rep performance optimization across regions.
- Developed ad-hoc dashboards in Tableau/Power BI for non-profit education groups to analyze survey response patterns and funding allocation during ZS Cares initiative.

Projects

- **Cancer Detection via ML (NSF-Funded)**   SPIE 2025 Presentation
  Boosted early-stage detection accuracy from 62% to 85% using ensemble ML on sensor data.
- **Brooklyn Pretrial Program Analysis**
  Defined clean cohorts in SQL for justice pilot study; identified opportunities for targeted alternatives to supervised release.
- **Booking.com Review Analytics**
  Used NLP + dashboards to uncover sentiment patterns and improve customer experience targeting.
- **Sales Funnel Drop-off Tracker**
  Built an end-to-end Power BI dashboard highlighting conversion leakage across a multi-step digital funnel.
- **Customer Segmentation Engine**
  Used K-Means clustering in Python to segment 1M+ customers by purchasing behavior and churn risk; results were used to personalize outreach and offers.
- **Healthcare Claims Dashboard – Fraud Detection Support**
  Built interactive Power BI dashboards on healthcare claims to surface anomalies and potential fraud triggers; collaborated with compliance team to improve audit targeting.

Education

University of South Florida, Tampa, FL   Aug 2023 – May 2025
M.S. in Business Analytics and Information Systems, GPA: 3.97
$16,000 Merit-based Scholarship — Coursework: Visualization, Text Analytics, ML, Data Mining