PRIYASHA SINHA ROY

Open to Relocation | 📞 +1 315-766-4302 | ✉ priyashasinharoy1997@gmail.com | **in** LinkedIn

EDUCATION

Syracuse University, New York, USA   **May 2024**
Master of Science in Management Information Systems   *3.7/4*

KIIT, Odisha, India   **Apr 2020**
Bachelor of Technology in Information Technology   *8.1/10*

SKILLS

- Extraction, Transformation & Loading (ETL)
- Data Visualization & Dashboard Building
- Managing Complex SQL Queries
- A/B Testing & Correlation Analysis
- KPI management & performance tracking
- Data mining & Data Modeling

TOOLS

- **Languages:** SQL, T-SQL, Python (libraries: NumPy, pandas, scikit-learn), R, Java
- **Databases:** MySQL, Oracle, Databricks, MS SQL Server, MS Access, PostgreSQL, Snowflake
- **Statistical Analysis:** t-test, A/B testing, Correlation Analysis, Hypothesis testing, time series forecasting
- **Visual Analytics:** PowerBI, Tableau, QuickSight, Excel (Pivot Tables & Charts, VBA, Macros), Python (libraries: matplotlib, seaborn)
- **Others:** Microsoft Office Suite, Microsoft VS Code, R Studio, Microsoft Azure, Data Presentation, SDLC

WORK EXPERIENCE

Syracuse University, Remote   **USA**
Data Analyst   *Oct 2024 - Present*
- Built a Python-Streamlit chatbot that automated 100+ student FAQs, cutting the student advisor's workload by an estimated 30%
- Organized and cleaned 150 course records using SQL and developed an automated Power BI dashboard that increased data access by 40%

Keystone IT Services, Remote   **USA**
Data Analyst   *Jun 2024 - Oct 2024*
- Migrated Excel/Access, Snowflake datasets to SQL Server, improving data integrity and enhancing access to securitization-ready data by 45%
- Built 33 self-service Power BI dashboards from SQL Views, using DAX queries, improving data-driven decisions for 7 stakeholders
- Optimized ETL pipelines and SQL queries to reduce query latency by 18%, supporting accurate and timely data delivery for valuation

Office of the Assistant Provost, Syracuse University   **USA**
Data Analyst Intern   *Nov 2023 - May 2024*
- Demonstrated a 20% increase in the Spring 2024 retention KPIs by analyzing a predictive churn model for 22,000 students using statistical testing, ETL processes in Python, and reflecting key metrics in Power BI
- Reduced project delays by 15% and boosted campaign efficiency through cross-functional teams' collaboration using Jira

Nanobiosym HealthCare, MIT   **USA**
Data Analyst Intern   *Sep 2023 - Nov 2023*
- Reduced 40% of annual audit preparation time by integrating data from 3 sources (1 TB) and building Azure SQL databases
- Automated data transformation using Python Lib (pandas, NumPy), improving data consistency and reporting efficiency by 25%

Accenture   **India**
Associate Data Analyst   *Aug 2021 - Jul 2022*
- Transformed and validated JSON codes from Postman utilizing AWS SQS, enhancing operational workflow
- Performed Software Quality Unit Testing, resulting in an 11% increase in error detection through agile and regression testing
- Led JAD sessions for a team of 7 by implementing the Agile Software Development Life Cycle Methodology

BYJU'S   **India**
Data Analyst   *Apr 2020 - Jul 2021*
- Converted 75% of free users to paid subscribers by conducting pricing analysis and executing client-facing outbound calls, leveraging Salesforce CRM for lead tracking and engagement
- Reduced customer escalation by 60% by extracting customer escalation data using SQL and identifying product snags
- Designed automated Power BI dashboards to visualize a 45% increase in customer retention by mapping sales reports using Python libraries
- Regulated data integrity and related troubleshooting data issues during CRM migration from Freshdesk to Salesforce

PROJECTS

Risk Analytics in Banking Services: Data Analytics and Data Visualization   **Mar 2025 - Apr 2025**
- Performed EDA using Python to identify risk patterns and built a dynamic 0–100 Risk Scoring Model. Segmented customers via K-Means clustering and developed a real-time Power BI dashboard, enabling smarter lending decisions, reducing financial exposure, and improving risk visibility.

Quantium: Advanced Retail Analytics with Python: Data Analysis   **Feb 2025 - Mar 2025**
- Developed a Python framework using pandas, NumPy, SciPy to analyze 1.3M+ retail transactions; performed segmentation, A/B testing, KPI benchmarking, and statistical tests(t-tests, CI, correlation analysis) to show 12.9% sales lift in trial stores, driving data driven backed promotional strategies and laying groundwork for future machine learning based forecasting.