# AASHVI TRIVEDI

SAN DIEGO, USA • AATRIVEDI@UCSD.EDU • (949) 563-1586 • LINKEDIN: [LINKEDIN.COM](LINKEDIN.COM).

## EDUCATION

**MASTER OF SCIENCE IN BUSINESS ANALYTICS**                                                                **Jun 2025**
*University of California, San Diego,* GPA: 3.564 (as of Winter Quarter 2024)                    *San Diego, California, USA*

Relevant Courses: Business Analytics, Customer Analytics & AI, Marketing Analytics, Digital Disruption, SQL & ETL, Large Data Analysis, Business Intelligence Systems, Managerial Decision-Making, Experimental Design (A/B Testing), Business Analytics Consulting, Project Management, Capstone Project

**BACHELOR OF TECHNOLOGY, COMPUTER SCIENCE AND BUSINESS SYSTEMS**                         **Jul 2024**
*Narsee Monjee Institute of Management Studies (NMIMS),* GPA: 3.12              *Mumbai, Maharashtra, India*

Relevant Courses: Machine Learning, Artificial Intelligence, Data Mining & Analytics, Data Structures & Algorithms, Database Management Systems, Software Engineering, Design & Analysis of Algorithms, Operating Systems, Computer Networks, Compiler Design, Behavioral Economics, Financial & Cost Accounting, Marketing Management, IT Project Management, Innovation & Entrepreneurship

## PROFESSIONAL EXPERIENCE

**MICROSOFT POWERAPPS DEVELOPER INTERN**                                                       **May 2023 - Jul 2023**
*Larsen & Toubro Energy Hydrocarbon*                                                           *Vadodara, Gujarat, India*

- Developed a compliance verification mobile application using Microsoft Power Apps (a cloud-based SaaS platform) and automated workflow integrations, improving operational efficiency by 30% while ensuring rapid deployment with a first time-right approach and streamlining cross-functional collaboration and data accessibility.

**HUMAN RESOURCES INTERN**                                                                     **Dec 2021 - Jan 2022**
*LernX (Digital Learning Platform)*                                                                   *Remote, India*

- Directed a team of 30 interns, optimizing task delegation to increase project efficiency by 20% and designing/executing a digital marketing strategy resulting in a 15% increase in social media engagement.

## PROJECTS

*Transfer Analysis Dashboard, UCSD*

- Developed an interactive Tableau dashboard with ETL integration to analyze market trends and financial data for San Diego FC. Enabled data-driven strategic decision-making and investment planning through automated visual analytics and KPI tracking.

*Behavioral Experiment: Pricing Sensitivity & Gen Z Product Preferences, UCSD*

- Led a randomized Qualtrics experiment to test how product colour affects Gen Z's willingness to pay. Used incentive-compatible pricing, binary choice modeling, and statistical analysis (t-tests, regressions) to generate insights for marketing, branding, and product design.

*Supermart Recommender, NMIMS University*

- Built a Python-based recommendation engine using Apriori algorithms to analyze 10,000+ transactions and identify customer purchasing patterns, boosting user engagement, and integrated a real-time chatbot for personalized product recommendations, enhancing customer satisfaction and conversion rates.

*Stock Sentiment Analysis using News Headlines, NMIMS University*

- Developed a machine learning model using Python and NLP to predict stock price movements from news headlines. Achieved 86% accuracy using sentiment scoring and classification models, improving investment decision-making for users.

## SKILLS & CERTIFICATIONS

- **Programming & Analytics:** Python (NumPy, pandas, scikit-learn, PyRSM), SQL (Snowflake, MySQL), R
- **Data Visualization & Reporting:** Tableau, Power BI, Google Analytics, Radiant
- **Tools & Platforms:** Microsoft PowerApps, Git & GitHub, AWS (basic familiarity)
- **Statistical Methods & Techniques:** Predictive Modeling (Linear/Logistic Regression, Random Forest, XGBoost, Neural Networks), Data Mining & Exploratory Analysis, A/B Testing
- **Soft Skills:** Stakeholder Management, Team Leadership, Event & Project Coordination, Communication & Presentation
- **Certifications:** Crash course on python (Lernx), Python for Data Science (Lernx), Business analysis foundations (LinkedIn Learning), Introduction to Business analytics (LinkedIn Learning), Business Analytics Complete Course (Udemy)

## LEADERSHIP EXPERIENCE

**CO-DIRECTOR OF EVENTS AND OPERATIONS**                                                       **Nov 2024 - Present**
*Rady Data Analytics Club, UCSD*                                                              *San Diego, California, USA*

- Organized workshops, speaker series, and networking events, enhancing engagement with industry leaders in analytics and AI while increasing event participation by 30% through data-driven outreach and strategic partnerships with various clubs.

**VICE PRESIDENT**                                                                             **May 2023 - Apr 2024**
*Music Committee, NMIMS University*                                                           *Mumbai, Maharashtra, India*

- Spearheaded a team of 300+ members, organizing 10+ large-scale events and handling real-time problem-solving while securing 40% more sponsorship funding, which enhanced event execution, celebrity guest management, and audience engagement.