

MEGHA AGRAWAL

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EDUCATION

Master of Science in Business Analytics, Rady School of Management
University of California, San Diego, CA 12/2025

- Relevant courses: Data Analytics, Customer Analytics, Business Intelligence system, Scalable Analytics, Fraud Analytics, Marketing Analytics

Bachelor of Technology-Electronic & Communication Engineering 07/2023

Manipal Institute of Technology, Manipal, India

- Relevant courses: Data Structures and Algorithms, Object Oriented Programming using C++

SKILLS

- **Languages:** Python (Pandas, NumPy, Matplotlib, Seaborn), SQL (Advanced), Hadoop, Spark, ETL, R, Snowflake
- **Tools:** Git, Office 365, Power BI, Tableau, Excel (Advanced)
- **Statistical Analysis & Machine Learning:** Hypothesis Testing, A/B Testing, Regression Analysis, Time Series Forecasting, Bayesian Statistics, Predictive & Spreadsheet Modeling

PROJECTS

Marketing Campaign Optimization using Machine Learning, Customer Analytics, UCSD 02/2025

- Developed logistic regression and neural network-based models to forecast customer engagement in software upgrade campaigns, increasing estimated responses by 70%.
- Optimized targeted strategies, achieving a 92% return on marketing expenditure and increasing annual profit by 85%.

Airport Operations Optimization, Business Intelligence Systems, UCSD 12/2024

- Developed an interactive dashboard to analyze delay trends and traffic patterns, optimizing scheduling and reducing inefficiencies at the five busiest U.S. airports. This led to a 10–15% reduction in flight delays.
- Leveraged predictive analytics to forecast peak-hour congestion, enabling proactive resource allocation. These improvements enhanced departure and arrival regularity for airport operations.

Visualizing and Analyzing COVID-19 Trends, Collecting & Analyzing Data, UCSD 12/2024

- Analyzed data from 50 U.S. states, leveraging linear regression and random forest models to determine correlations between vaccination rates, population density, and infection trends, identifying a 15–20% reduction in cases in highly vaccinated regions.
- Created an interactive visualization dashboard featuring heat maps and time series graphs to analyze COVID-19 trends, enabling stakeholders to optimize resource allocation and formulating data-driven strategies.

Data-Driven Supply Chain Insights, SQL & ETL, UCSD 09/2024

- Collaborated with a team to develop automated ETL pipeline in Python and Snowflake, combining data from CSV, XML, and PostgreSQL sources for comprehensive supply chain analysis.
- Designed efficient SQL queries and materialized views to detect purchase order and invoice anomalies, while incorporating NOAA weather data for advanced geospatial insights.

EXPERIENCE

Software Engineering Intern, Juniper Networks, Bangalore, India 01/2023 - 06/2023

- Developed a dashboard using Vue.js, Python and Elasticsearch to track STPR (script issue) statuses, replacing manual Python scripts. Enhanced visibility into manager-uploaded issues, improving workflow efficiency and reducing manual tracking efforts.
- Optimized functionality by implementing search filters, pivot tables, excel export, and a real-time refresh feature. These improvements streamlined data exploration, increased usability, and provided a seamless experience for all users.
- Collaborated with cross-functional teams to improve operational efficiency, reducing data retrieval time by 1.5 hours per day for over 100 users and enhancing issue-resolution workflows by 40%.

Digital Marketing Intern, Aakrising PVT.LTD, India 07/2022 - 10/2022

- Managed company's social media presence, and launched a campaign centered around product sustainability, and boosted social media engagement by 120%.
- Conducted customer data analysis, by surveying 150 consumers to gather insights on preferences and behaviors. Insights informed a targeted content strategy, aligning with audience needs to boost engagement.
- Setup a social media KPI dashboard to monitor KPIs such as click through rate (CTR), conversion rate, impressions, and audience growth, and reported to marketing team.

PROFESSIONAL AFFILIATIONS & LEADERSHIP

• Director of Member Engagement: Women of Rady, UC San Diego 11/2024 - Present

• Head of Management and PR: IE&EC The Manipal Chapter, Manipal 11/2021 - 09/2022