HAMSAVI KRISHNAN

(858) 214-9259 | h1krishnan@ucsd.edu | www.linkedin.com/in/hamsavikrishnan/

EDUCATION

Master of Science in Business Analytics, University of California San Diego, CA   December 2025
- Relevant Courses: Big Data Analytics, Customer Analytics, Business Intelligence Systems, Scalable Analytics, New Product Development, Marketing Analytics & Business Analytics Consulting.

Bachelor of Commerce in Financial Accounting and Auditing, University of Mumbai, India.   April 2022
- Relevant coursework: Strategic Management, Financial Management, Mathematics & Statistical Techniques & Economics.

EXPERIENCE

Data Analyst Intern, SuperZop, Mumbai, India.   February 2024 – March 2024
- Collaborated with product and operations teams to enhance data collection using SQL and Python, discovering cost-saving opportunities and increasing operational efficiency by 10%.
- Conducted market and user behavior analysis by evaluating state and region-wise agricultural procurement data, identifying key insights that contributed to a 5% improvement in procurement efficiency.
- Developed interactive dashboards in Power BI to translate complex data into actionable insights for non-technical stakeholders, driving product strategy and enhancing cross-team communication.

Finance Intern, Om Trading Company, Mumbai, India.   October 2023 – January 2024
- Analyzed and interpreted financial data to support informed business decisions, enhancing the forecast accuracy of quarterly sales by 5%.
- Streamlined vendor payment workflow to resolve delays, reducing cycle time by 10%, strengthening supplier relationships, and saving 15 manual hours per month.

Article Assistant, KNAV, Mumbai, India.   March 2022 – April 2023
- Conducted audits, assessed compliance, internal controls, and financial reporting in healthcare, finance, and technology sectors to identify inefficiencies.
- Utilized Teammate Analytics, A/B Testing, Pivot Tables, and Benford Testing to detect anomalies, reducing financial risk by 40% and uncovering potential fraud in large datasets.
- Gained expertise in process optimization, stakeholder communication, and data-driven problem-solving, aligning financial insights with business strategy.

PROJECTS

Machine Learning for Customer Engagement – Intuit   January 2024
- Developed logistic regression and neural network-based models to forecast customer engagement in software upgrade campaigns, increasing estimated responses by 70%.
- Optimized targeted marketing strategies, achieving a 92% return on marketing expenditure and increasing annual profit by 85%

Target Sales and Delivery Performance Dashboard   December 2024
- Designed and developed an interactive Tableau dashboard analysing sales and delivery performance, highlighting key insights into city-wise revenue, product trends, and operational bottlenecks to enhance strategic business planning.
- Presenting targeted improvements by identifying patterns in cancelled orders and delivery delays, empowering stakeholders to streamline logistics, improve profitability, and boost customer satisfaction.

Crime Trends and Forecasting Analytics   November 2024
- Engineered predictive models using Random Forest and DBSCAN clustering, achieving 95% accuracy in forecasting crime hotspots and optimizing law enforcement resource allocation.
- Created interactive visualizations and heat maps using Python and geospatial tools, analyzing 5+ years of crime data to uncover post-COVID crime patterns and this improved response times by 30% in high-risk areas.

Data Pipeline Optimization   September 2024
- Constructed and automated a robust ETL pipeline using Python and Snowflake, consolidating large-scale datasets from CSV, XML, and PostgreSQL sources, improving data processing efficiency by 40% for supply chain analysis.
- Optimized SQL queries and materialized views, detecting 20% more purchase order and invoice anomalies, while integrating NOAA weather data to enhance geospatial insights for demand forecasting.

SPECIALIZED SKILLS

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