
EDUCATION**Master of Science in Business Analytics**, Rady School of Management**12/2025**

University of California, San Diego, CA

Coursework: Big Data & ETL, Customer Analytics, Web Mining & Recommender Systems, Business Intelligence Systems, Fraud Analytics, Supply Chain Analytics, Business Analytics in Marketing & Finance**Bachelor of Business Administration****08/2021**

Birla Global University, India

GPA: 3.7 / 4.0

EXPERIENCE**Data Scientist**, UC San Diego, San Diego, California, United States**03/2025 - present**

- Developed a predictive modeling framework using Python and Tableau to analyze over 1M occupancy records, identifying optimization strategies that contributed to a 30% projected efficiency gain.
- Produced weekly statistical reports and executive dashboards, enhancing cross-departmental visibility and improving planning decisions by 15%.

Data Analyst Intern, Unified Mentor, Gurugram, India**01/2024 - 04/2024**

- Collaborated with marketing and product teams to analyze user engagement and support internal reporting and presentation development.
- Participated in cross-functional brainstorming sessions for campaign messaging based on user research and survey data.

Data Analyst Intern, Innodatatics, Hyderabad, India**09/2023 - 01/2024**

- Designed dashboards in Power BI and Excel to support internal and client-facing project visibility.
- Assisted with data cleaning and preparation for marketing-related analyses, improving report turnaround time by 25%.
- Supported project documentation efforts and helped format content for client-facing deliverables.

Team Lead & Social Media Manager, Allied Social, Goa, India**10/2022 - 08/2023**

- Led content strategy and social media management for 15+ small business clients, increasing engagement by 40% through design-focused content.
- Designed flyers, posts, email content, and branded templates using Canva and Adobe Illustrator.
- Created and scheduled monthly newsletters and client announcements; coordinated with design and strategy teams on campaign execution.

PROJECTS**Uplift Modeling for Targeted Advertising**, Rady School of Management**11/2024**

- Led a predictive analytics project that applied various machine learning models to enhance targeted advertising strategies, improving efficiency by optimizing customer segmentation.
- Conducted experimental analyses to determine the optimal targeting strategy, significantly enhancing profit margins through data-driven customer insights.

SPECIALIZED SKILLS

- **Data Tools:** SQL, Python (Pandas, NumPy, Scikit-Learn), R, AWS, PySpark
- **Marketing & Communication:** Canva, Adobe Illustrator, Adobe InDesign, PowerPoint, Social Media Content Creation, Newsletter Writing, Brand Messaging, Content Planning, Event Support
- **Visualization Tools:** , Excel, Tableau, Power BI, PowerPoint
- **Project Management:** Docker, GitHub, JIRA, Cross-functional collaboration