TANISHA RACH

San Diego, CA
(858) 241-1299

tanishaarach@gmail.com
www.linkedin.com/in/tanisha-rach-

EDUCATION

Master of Science, Business Analytics
07/2024 – 06/2025
University of California, San Diego, CA
CGPA: 3.90
- **Relevant Courses**: Business Intelligence Systems, BA Consulting, Customer Analytics, Scalable Analytics, AI - Math & Programming, Experiments in Firms, Collecting & Analyzing Large Data.

Post-Graduate Diploma, Marketing Management
06/2023 – 06/2024
Welingkar Institute of Management Sciences, Mumbai, India
CGPA: 3.80
- **Relevant Courses**: Consumer Buyer Behavior, Marketing Management, Strategic Management, Operations Research

Bachelor of Administration, Business
07/2019 – 06/2022
Amity Global Business School, Mumbai, India
CGPA: 3.90
- **Recognitions:** Recipient of All Rounder-Best Manager Award and recognized for Outstanding Extracurricular Engagement

SPECIALIZED SKILLS

- **Languages:** Python, SQL, ETL, Java, JavaScript, R, PySpark, SparkR
- **Software:** O365, Tableau, Power BI, SQL Developer, Google Analytics, Visual Studio, CRM, Jupyter, R Studio, Amazon SageMaker, Hadoop, Spark, AWS EMR
- **Databases:** MySQL, PostgreSQL, NoSQL, Amazon Redshift, Snowflake

EXPERIENCE

RedStar Group of Companies, Gauteng, South Africa

Market Intelligence Analyst
06/2023 – 06/2024
- Applied SQL-based **data extraction and transformation** techniques to analyze large datasets, supporting **predictive modeling** and data-driven decision-making.
- Incorporated Amazon Redshift to enhance predictive analytics and **real-time market monitoring**, improving **demand forecasting accuracy by 25%** in major sanitary ware markets.
- Developed data-driven dashboards using Tableau to visualize key business insights while integrating **statistical analysis** to detect trends, reducing **manual reporting time by 40%.**

Junior Market Analyst
06/2022 – 06/2023
- Performed **Exploratory Data Analysis (EDA)** and trend detection using SQL and Python, optimizing competitor **benchmarking** strategies.
- Integrated **pricing models** and **trend forecasting** tools, increasing **reporting efficiency by 20%** and supporting strategic pricing decisions.

PROJECTS

Customer Upsell Prediction for Intuit QuickBooks
10/2024 – 02/2025
- Designed a predictive model to **optimize Intuit's upsell campaign**, identifying businesses **30% more likely to upgrade** based on past purchasing behavior and customer attributes.
- Trained and evaluated multiple **Logistic Regression and Neural Network models,** analyzing **feature interactions, correlations, and multicollinearity** to select the best-performing model.
- Optimized customer targeting, **reducing marketing costs by 35%** while estimating significant **ROI impact**, ensuring a **cost effective** and data-driven marketing strategy for Intuit.

Data Pipeline Development for Purchase Order Accuracy
01/2024 – 06/2024
- Engineered an end-to-end **ETL pipeline** using Snowflake, Python, and SQL **automating data ingestion and reconciliation** for purchase orders, supplier invoices, and weather API data, reducing manual **processing time by 50%**.
- Enhanced **procurement accuracy by 20%** through improved data validation and reconciliation.
- Implemented **anomaly detection**, cutting discrepancy errors by **30%** using weather pattern insights for variance analysis.

PROFESSIONAL AFFILIATIONS & LEADERSHIP

- Founder General Secretary: Rotaract Club of Amity Global Business School 01/2021 – 06/2022
- Associate: Indian Development Foundation [IDF] 01/2020 – 01/2023