

Saloni Goel

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WORK EXPERIENCE

Credit Risk Analyst Fifth Third Bank	May 2022 – Present
<ul style="list-style-type: none">Analyzing automobile portfolio to identify, monitor and present key risk factors to various stakeholdersIdentifying and automating potential operational improvements that will enhance credit quality	
Analyst Xenuvi, Neo Initiative	Aug 2021 – Apr 2022
<ul style="list-style-type: none">Performed Exploratory Data Analysis in Python to deliver descriptive statisticsCreated comprehensive customer profiles by implementing a K Means Clustering model (using Elbow method) to establish customized marketing strategiesRecommended course of actions for improving sales, contributed to 15% increase in monthly sales	
Business Analyst/Primary Account Manager Thoughts2Binary Consulting & Solutions LLP	Apr 2019 – Oct 2019
<i>~Budding Star Performer Award</i>	
<ul style="list-style-type: none">Led and guided a team of 10 for a US based client, Worksana, for 5 projects worth ~ \$5 millionDeveloped a strategic roadmap to enter emerging markets and build end-to-end digital transformation capabilitiesFacilitated vendor-client engagement, brainstormed & identified business opportunities and delivered targeted solutionsSupervised testing team to perform User Acceptance testing (UAT) and provide functional design walkthrough to the clientsImplemented Agile Scrum framework to track internal technical progress using project management tool (Monday.com)	
Founder Joy of Illustration	Jul 2017 – Jul 2021
<ul style="list-style-type: none">Founded a creative branding company focused on designing & developing personalized solutions for 50+ clientsCollaborated with clients from multiple industries and crafted distinctive brand identities aligned with their core values	
Data Science Intern Data Quarks, UK	Apr 2017 – Jul 2017
<ul style="list-style-type: none">Analyzed user data, built, and deployed a XGBOOST model that can generate propensity scores of a user to buy a product which helped the marketing analysts for better marketing strategy and planningAnalyzed trending themes and created custom data visualizations for the application using Tableau	
Sr. Executive, HR Analytics SRF LTD	Jul 2015 – Sep 2016
<i>~Awarded the Best Debutant Award</i>	
<ul style="list-style-type: none">Performed data engineering tasks including the development of a SQL based Extract, Transform, and Load (ETL) pipeline utilizing Apache SparkDeveloped schema to maintain centralized repository for Time series forecasting models,Performed anomaly detection on employee engagement data using unsupervised ML techniques such as K-Means, Isolation Forest etc. and reduced attrition by 18%Defined KPIs, created user-friendly dashboards in Tableau to monitor relevant metrics and presented monthly insights to the C-suite to make informed decisions	

ACADEMIC PROJECTS

- Bike Sharing Demand Prediction** - Built **Random Forest Regression model** to forecast bike rental demand for a Bike Sharing program in Washington, DC based on historical usage patterns
- Employee Attrition Prediction** - Built various models predicting attrition for insurance company by building bagging and boosting in **Python**. Analyzed **SHAP** values & performed hyperparameter tuning for best performing model i.e. **XG Boost**
- Income Prediction & Benchmarking in the US** - Built **Logistic Regression model** predicting the likelihood of an individual exceeding the \$50,000/year income benchmark based on 1994 US census data

EDUCATION

University of Cincinnati, Lindner School of Business , Master of Science, Business Analytics (GPA 4/4)	Aug 2022
Lady Shri Ram College for Women, Delhi University , Bachelor of Science in Statistics <i>~Student Body President, Statistics Department AIESEC Ukraine & India, Team Lead Global Community Development Program</i>	Apr 2015

SKILLS

- Technical Skills:** Python, R, SQL, Tableau, Power BI, MS Excel, C++, MS Suite, VBA Macros
- Analytical Skills:** Regression Models, Data Management, Business Intelligence & Reporting, Data Visualization, Hypothesis Testing, Probabilistic Models, KNN, Decision Tree, Random Forest, K-Means Clustering, Forecasting