

# Saloni Goel

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## WORK EXPERIENCE

### Credit Risk Analyst | Fifth Third Bank

May 2022 – Present

- Analyzing automobile portfolio to identify, monitor and present **key risk factors** to various stakeholders
- **Identifying and automating** potential **operational improvements** that will enhance credit quality

### Analyst | Xenuvi, Neo Initiative

Aug 2021 – Apr 2022

- Performed **Exploratory Data Analysis** in **Python** to deliver descriptive statistics
- Created comprehensive customer profiles by implementing a **K Means Clustering model** (using **Elbow** method) to establish customized marketing strategies
- Recommended 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

*~Budding Star Performer Award*

- Led and guided a **team of 10** for a US based client, Worksana, for 5 projects worth ~ **\$5 million**
- Developed a **strategic roadmap** to enter emerging markets and build end-to-end digital transformation capabilities
- Facilitated **vendor-client engagement**, brainstormed & identified business opportunities and delivered targeted solutions
- Supervised testing team to perform **User Acceptance testing** (UAT) and provide functional design walkthrough to the clients
- Implemented **Agile Scrum** framework to track internal technical progress using **project management tool** (Monday.com)

### Founder | Joy of Illustration

Jul 2017 – Jul 2021

- Founded a **creative branding company** focused on designing & developing personalized solutions for **50+ clients**
- **Collaborated 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

- 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 planning**
- Analyzed trending themes and created custom data visualizations for the application using **Tableau**

### Sr. Executive, HR Analytics | SRF LTD

Jul 2015 – Sep 2016

*~Awarded the Best Debutant Award*

- Performed data engineering tasks including the development of a **SQL based Extract, Transform, and Load (ETL)** pipeline utilizing **Apache Spark**
- Developed 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

Apr 2015

*~Student Body President, Statistics Department | AIESEC Ukraine & India, Team Lead Global Community Development Program*

## 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