

Saloni Goel

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Eligible to work in US from May 2022; Anticipated graduation: August 2022

EDUCATION

University of Cincinnati, Lindner School of Business, Master of Science, Business Analytics (GPA 4/4) Aug 2022

IGNOU, Master of Commerce (International Business) Jul 2021

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

Coursework : Data Management (SQL), Business Intelligence & Reporting, Data Visualization, Statistical Modeling, Data Mining, Forecasting

WORK EXPERIENCE

Analyst | Xenuvi, Neo Initiative Aug 2021 – Present

- Performed **Exploratory Data Analysis** in **Python** to deliver inferential 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 client
- Implemented **Agile Scrum** framework to track internal technical progress using **project management tools** (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 Analytics Visualization Intern | Data Quarks, UK Apr 2017 – Jul 2017

- Analyzed trending topics and created custom data visualizations for company's application using **Tableau**

Sr. Executive, HR Analytics | SRF LTD Jul 2015 – Sep 2016

~Awarded the Best Debutant Award

- Created surveys & analyzed data for **6 businesses**, worked cross-functionally with global teams (Thailand & South Africa)
- Performed **descriptive and predictive analyses**, motorized data driven reports using **VBA macros** and reduced report turnaround time by **~75%**
- Developed predictive model, **Early Warning System**, to predict employee attrition; identified metrics to quantify opportunity cost and presented insights to senior management to help make business decisions
- Designed data visualizations using **Tableau** to enhance HR Management System effectiveness & enable real-time monitoring

ACADEMIC PROJECTS

Tech stack: Python, scikit-learn, numpy, pandas, seaborn, matplotlib

- **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
- **Research Paper**: Prognostic indicators of mortality & estimate of survival times in dementia - A systematic review of recent studies aimed at identifying accurate predictors of mortality and obtaining **survival time estimates** in elderly patients with dementia (AD, VD; at different stages) followed for 7-14 years

SKILLS

- **Technical Skills**: Python, R, SQL, Tableau, Power BI, MS Excel, C++, MS Suite, VBA Macros