

SAYALI SATISH DHAVALE

35 River Dr S, Jersey City, NJ 07310 | +1(913)405-3310 | sayalisdhvale@gmail.com

EDUCATION

M.S. Information Studies, University of Maryland, Baltimore County (UMBC)
GPA: 3.93/4.0

Aug 2022 - May 2024

B.Tech. Computer Engineering, Vishwakarma Institute of Information Technology (VIIT)
GPA: 3.9/4.0

Aug 2017- May 2021

SKILLS

Programming:	Python, R, C++, Html, CSS
Database Management:	SQL, Teradata, Big Query, Oracle DBMS
Web/ Cloud	GCP, AWS, Azure, Web Scraping
Analytics:	PySpark, SAS, SPSS, Pattern Recognition, Predictive Analysis, Quality Analysis
Visualization and Analytical Tools	Data Studio, MS Power BI, Tableau, Google Analytics, Adobe Analytics, Advance Excel
Ads Manager	Google Campaign Manager, Facebook Ads Manager, Snapchat Ads Manager

WORK EXPERIENCE

Senior Data Analyst, Merkle, India

February 2021 - May 2022

- Conducted quantitative analysis and data mining using Python and SQL deriving actionable insights that contributed to a 30% increase in client revenue growth.
- Developed 50+ automated KPI reports using Tableau and Power BI, essential for presenting complicated analytical methodology and results tracking.
- Developed Machine Learning models such as attribution models, Custom bidding, forecasting models, Predicted Customer LTV Analysis, Media Mix Marketing, and improved client business by 25%.
- Conducted various A/B tests to improve overall client performance and get in-depth understanding of what works the best for the business.
- Connected over 100 million+ data fields from disparate sources such as website analytics, ad platforms, and social media which led to a deeper understanding of customer behavior and identify new opportunities for campaign optimization.
- Led a team of 5 data analysts, providing guidance, mentorship, and ensuring project deliverables were met on time and within budget and made the team revenue positive by 15%.
- Identified and recommended impactful process improvements through analysis of cross-functional/platform datasets.

Data Strategist, Grihnee, Pune, India.

August 2018 - February 2021

- Leveraged Python to build predictive models uncovering customer purchase patterns and informed growth strategies.
- Designed inventory planning models reducing stock-outs by 20%. Implemented dashboards tracking KPIs.
- Automated financial reporting in Excel using macros and pivot tables to support analysis.
- Collaborated with the team to identify and implement data systems enhancing overall operational efficiency.

Business Intelligence Intern, Wika Instruments India Pvt Ltd, Pune, India

May 2019 - June 2019

- Built end-to-end "Lead Capture" system optimizing sales inquiry routing. Assisted teams with data projects.
- Gained exposure to ERP systems and hands-on experience with data analysis and visualization tools.

PROJECTS

Sales Forecasting

Advance Artificial Intelligence Project

- Participated in the Kaggle competition "Store sales - time series forecasting" to enhance short-term sales predictions for a major grocery retailer, Favorita, in Ecuador, achieving a competitive rank of 37 out of 750. E
- Employed diverse models including ARIMA, LSTM, and LightGBM, showcasing proficiency in machine learning techniques for time series forecasting.
- Successfully addressed challenges in model evaluation metrics and deployment issues, demonstrating adaptability and problem-solving skills in a competitive data science environment.

Air Quality Analysis.

Data Science and Statistics Project

- Spearheaded a multidisciplinary environmental modeling project, utilizing Python and data science tools, to assess the health impacts of air pollution in Los Angeles.
- Developed interactive visualizations and sensitivity analyses for pollution sources in matplotlib and interactive widgets.

Product Recommendation System

Data Science Project

- Undertaken to suggest the products to the customers.
- The idea was to garner incremental revenue for the businesses. Based on earlier purchases we can recommend products to the customers.
- Apriori algorithm was used to do the same.

Online Restaurant Management System

Database Project

- Designed an online food ordering system.
- Tasks like database design, insertion of sample data, and implementation of various features with the help of various Oracle PL/SQL procedures, functions, and triggers.

Diabetes Type and Treatment Prediction

Data Science Project

- Prediction was done with the help of Ayurvedic Literature.
- The dataset is created with the help of Charak Samhita, Nidana Stana and Chikista Stana chapters having the major 3 types of diabetes and subtypes along with symptoms and treatment shloka.

IPL (Indian Premiere League) Win Prediction

Data Science Project

- Main goal of the project was to predict the win of an IPL Team with the help of historical data of the Matches, Teams, Players etc.
- Along with that the effect of toss-winning on the team to win was analyzed.

RESEARCH

Machine Learning in Digital Marketing

December 2022

- Researched and analyzed to achieve business growth and development how organizations can incorporate machine learning for digital marketing rather than traditional methods.
- Presented there are real life case studies which proves that Machine Learning for Marketing has done nothing but improve the performance of organization in terms of overall growth especially in helping with precise decision making.

Competitive Strategy: Analysis of Zomato's IPO Success

October 2022

- Evaluated components of the Porter's Competitive Forces and Porters Value Chain model.
- This was continued with Zomato's impact in the market with some detailed insights and recommendations as per individual perspective

B2G Learning Centers: Inclusion, Identity and Belonging

January 2023

- Designing the Technical and Entrepreneurial curriculum for women belonging to marginal communities in order to promote #WomeninTech and further improve the inclusion eventually reducing discrimination.