

SANGITA POUDEL

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[Linkedin](#) [Github](#) [website/blog](#)

EDUCATION

Santa Clara University	<i>Master of Science Business Analytics</i>	Aug. 2024 -Dec,2025
Practicum Student (Santa Clara University)	<i>WARC Africa</i>	Feb,2024-Jun,2024
Kathmandu University HR Major	BBA	Sep. 2016 - Jun. 2020 GPA: 3.34/4.0

WORK EXPERIENCE

AIASSISTANT.CO (San Jose, California)	<i>Marketing Buss Dev Intern</i>	Jun 2025-Sep, 2025
	<ul style="list-style-type: none">Digital Marketing Strategy: Engaging in multi-channel marketing including email, social media, and website SEO to increase product visibility.AI-Powered Content Creation: Using GenAI tools for dynamic and tailored content development.Customer Outreach & Demos: Conducting product walkthroughs and refining pitch strategies to enhance customer engagement.Market Research & Strategy: Exploring new markets and identifying growth opportunities for GenAI/LLM-based solutions.Collaboration & Innovation: Working directly with the marketing and business development teams to iterate on campaigns and go-to-market plans.	
Sherpa Hospitality (Kathmandu,Nepal)	<i>HR Officer</i>	Nov. 2022 – Dec,2023
	<ul style="list-style-type: none">Analyzed recruitment funnel metrics across 5+ hotel properties, optimizing hiring strategies and reducing average hiring time by 12%.Designed and implemented an Employee Evaluation form using Excel and Air table, streamlining performance review processes for 150+ staff.Developed an Employee Mobilization Policy by consolidating HRIS data across 7 hotel locations, improving workforce flexibility.Conducted Training Needs Analysis (TNA) and created data-driven training schedules, improving employee onboarding satisfaction by 15%.	
Copenned (Kathmandu,Nepal)	<i>Customer Success Executive</i>	Oct 2022- Jan2023
	<ul style="list-style-type: none">Analyzed client acquisition data to optimize lead generation strategies, generating an average of 10+ qualified leads per day.Designed marketing posts informed by A/B test results, improving client conversion rates by 8%.	
Buddha Air (Kathmandu, Nepal)	<i>HR Intern</i>	Mar 2022-Dec 2022
	<ul style="list-style-type: none">Developed and standardized HR-related forms, resulting in a 20% reduction in administrative processing time.Managed and analyzed travel allowance data (TADA), identifying patterns to reduce expense leakage by 10%.Streamlined documentation for training sessions, improving employee feedback collection rates by 25%.	

ACADEMIC PROJECTS

Nike Sales Dashboard- Data Visualization Project (Tableau,Excel)

- Created an interactive Tableau dashboard analyzing Nike's sales performance by product and region and applied visualization best practices to showcase revenue trends, growth opportunities, and product mix analysis.

Skills: Data Visualization, Dashboard Design, Business Insights, Storytelling with Data

Ride Hailing Optimization — Prescriptive Analytics Project (Gourbi, Excel, Python)

- Formulated a linear programming model to minimize rider wait times and maximize profitability using NYC taxi data.

Skills: Optimization Modeling, Linear Programming, Scenario Analysis, Decision Making

SmartFood Recommender System-Machine Learning Project (Python, Pandas, Scikit Learn)

- Built a recommendation model to suggest healthier, cost-effective food alternatives using regression analysis.
- Applied feature scaling, data encoding, and performance evaluation metrics (RMSE, R²).

Skills: Machine Learning, Data Preprocessing, Model Evaluation, Recommender Systems

IMDB Movie Analysis- Data Analytics with Python (Python, Pandas, Matplotlib)

- Conducted exploratory data analysis to identify patterns in movie ratings, genres, and budgets.
- Visualized insights on factors influencing box-office success and audience preferences.

Skills: Data Cleaning, EDA, Visualization, Insight Generation

Amazon Dataset: Marketing Analytics with R (Excel and R)

- 2 problems identified on how can amazon increase sales in low-selling categories and brand perception and competitive pricing issue
- Recommended measures for the two identified problems

Skills: Data Preparation and Cleaning, Clustering, Sentiment Analysis, EDA and Word Cloud

Aware AI: Generative AI (Python, Streamlit)

- Developed an AI-driven RAG Security Analyst Assistant to help analysts investigate security incidents with context and gain insights on how to respond to them effectively.

Skills: Front End, Backend, Vector Database LLAMA and RAG

NLP: Natural Language Processing (langchain, text classification, text Summarization, Streamlit)

- Built a Chatbot for Finance Department in Santa Clara University. I did vectorizing the documents, building UI in streamlit, agent in Crew AI and RAG as a part of the project.

Volunteer Projects — Data Analytics & Event Support

SUI and Ibriz.ai (SF, Bay Area)

Volunteer

Dec 2024 – April,2025

- Data Analytics of participation for future events.

TECHNICAL SKILLS

Programming & ML Tools: Python, R, SQL, Tableau, AWS, Scikit-learn, NLTK, SpaCy, Pandas, NumPy

Machine Learning & NLP: Regression, Classification, Clustering, Feature Engineering, Sentiment Analysis, TF-IDF, Word Embeddings, Text Mining

Software & Tools: Tableau, Microsoft Office, Wix, Slack, Airtable, Jupyter Notebook, Google Colab

CERTIFICATION

IBM /Coursera

Google/Coursera

IBM/Coursera

Google Cloud/Coursera

IBM/Coursera

Python for Data Science, AI & Development

Foundations of Data Science

Introduction to Artificial Intelligence (AI)

Gen AI: Beyond the Chatbot

Generative AI: Prompt Engineering Basics