Nandni Talreja

(413) 404-5666 | talrejanandni5@gmail.com | linkedin.com/in/nandni-talreja | github.com/ntalreja58

TECHNICAL SKILLS

- **Programming & Query Languages**: Python, R, SQL, MATLAB
- **Data Analytics & BI Tools:** Tableau, Power BI, MySQL, PostgreSQL, QuickSight, Excel, Datawrapper
- **Statistical & Modeling Techniques:** Descriptive Statistics, Probability Distributions, Hypothesis Testing, Regression Analysis, Logistic Regression, A/B Testing, Time Series Forecasting, Correlation Analysis, Chi-Square Tests, Confidence Intervals, Statistical Significance Testing, Multivariate Analysis, Cluster Analysis, T-tests, Z-tests, Data Normalization
- **Data Engineering & ETL:** ETL Pipelines, Data Cleaning, Data Transformation, Data Modeling, Data Governance
- **Project Management & Collaboration:** Git, Jira, ClickUp, Airtable, Google Workspace, Amazon Seller Central, Canva

EXPERIENCE

Analyst | *Trendency Research*   Mar 2025 – Jun 2025
- Modeled ballot-measure outcomes for 14 U.S. states using R, STATA, and SPSS, integrating voter sentiment time-series, demographics, and polling data, achieving 94% Pass/Fail classification accuracy and informing real-time campaign spending
- Segmented 2,000+ row survey datasets into behavioral clusters (e.g., "Optimists," "Pessimists") via composite scoring and cross-tab analysis, enabling micro-targeted messaging and reducing outreach inefficiencies by 12%
- Presented A/B test results and KPI trends through interactive Tableau dashboards featuring charts and tables, enhancing stakeholder visibility and supporting agile message strategy optimization for 4 clients

Marketing and Data Analytics Intern | *Pierre Henry Socks*   Aug 2024 - Dec 2024
- Forecasted Amazon SKU turnover with 12% greater accuracy using linear regression and time-series modeling in R, assessing 2 years of sales and inventory data from Amazon Seller Central to guide restocking decisions
- Correlated sentiment-labeled SQL queries of 500+ customer reviews with internal product feedback, identifying churn drivers and recommending retention strategies that reduced low-performing SKUs by 18%
- Developed Tableau dashboards to visualize marketing ROI, turnover trends, and customer sentiment, empowering 4 stakeholders to monitor KPIs, detect anomalies, and adapt strategies in response to market shifts

Research Assistant | *Human Performance Lab, UMass*   Dec 2021 - May 2024
- Collected and processed multimodal behavioral data from 65+ participants via simulations, eye-tracking, surveys, and interviews, facilitating research on vehicle automation, trust, and law enforcement cybersecurity
- Analyzed quantitative and qualitative data using R and Excel (regression, thematic coding, cross-tabs), highlighting trends in trust in automation and program effectiveness across 3 major longitudinal studies
- Built reproducible study guides and Excel dashboards, and contributed to peer-reviewed publications, improving data governance, transparency, and continuity across IRB-compliant projects

PROJECTS

Cybersecurity Awareness among Law Enforcement | *RStudio*   Feb 2024 - May 2024
- Modeled relationships between cybersecurity training and conceptual understanding using regression analysis and hypothesis testing in R, analyzing survey data of 15 participants with demographic segmentation
- Identified key knowledge gaps through R-based analysis and presented findings, including risk indicators and demographic insights, to decision-makers and 30+ peers, guiding future cybersecurity training and policy recommendations

U.S. Citizens' Support for International Student Policy | *RStudio, Qualtrics*   Aug 2023 - Dec 2023
- Led a 4-person research team in designing and executing a Qualtrics-based survey experiment on international student policy, managing timelines, delegating tasks, and randomizing 300 respondents into 3 demographically representative groups
- Investigated 600+ responses in R to generate statistical summaries and visualizations, uncovering partisan divides in public opinion and delivering actionable insights on framing effects and demographic trends

EDUCATION

Master of Science in Data Analytics | *University of Massachusetts Amherst*   Aug 2023 - May 2024
- Coursework: Quantitative & Qualitative Analysis, Data-Driven Story Telling, Survey Methodology, Experiment Design

Bachelor of Science in Computer Engineering | *University of Massachusetts Amherst*   Aug 2019 - May 2023
- Coursework: Python Programming, Machine Learning, Data Science Math Tools, Discrete Math, Linear Algebra, Probability

PUBLICATIONS

- Roberts S, Ebadi Y, **Talreja N**, Knodler M, and Fisher D. *Designing and Evaluating an Informative Interface for Transfer of Control in a Level 2 Automated Driving System*
- Roberts S, Hanson W, Ebadi Y, **Talreja N**, Knodler M, Fisher D. *Evaluation of a 3M (mistakes, mentoring, and mastery) training program for transfer of control situations in a level 2 automated driving system*