

EDUCATION

W. P. Carey School of Business, Arizona State University

Master of Science, Business Analytics

GPA: 4.00/4.00

Aug 2024 – May 2025

Tempe, AZ

University of Delhi, Shri Ram College of Commerce

Bachelor of Commerce

July 2018 – June 2021

New Delhi, IN

PROFESSIONAL EXPERIENCE

Operations & Business Analyst Intern

BANGERS SNACK INC.

May 2025 – Aug 2025

San Francisco, CA

- Engineered a real-time inventory tracking system integrating Google Forms, Google Sheets, **Apps Script**, and **Looker Studio**, automating SKU-expiration-pallet tracking across 6+ product lines, **reducing manual entry errors by 90% and improving update speed by 96%**.
- Coordinated supply chain readiness for a major promotional launch, ensuring >50% store readiness **across 300+ Extra Mile locations**, integrated campaign tracking into **SAP-aligned workflow** for product availability planning.
- Applied **Lean Six Sigma-based FIFO/FEFO** logic to enhance SKU-expiration traceability, optimize shelf-life, and cut product waste.
- Automated pallet ID generation and reconciliation, enabling real-time stock movement updates and SKU-level audits, structured as a lightweight ETL pipeline conceptually aligned with **SAP and NetSuite workflows**.
- Orchestrated the launch of the company's D2C ecommerce channel by leading the team through website deployment, Amazon FBA onboarding, and inventory synchronization using online sales velocity metrics, **resulting in improved fulfillment accuracy** and broader market reach.
- Optimized procurement by creating a HubSpot supplier database, analyzing oil and spice trends, and using **Design of Experiments** for sample testing and proposal evaluations, **driving 8% cost savings**.

Marketing Analyst Intern

DGBREWTECHNOLOGIES

Oct 2022 – Apr 2023

New Delhi, IN

- Spearheaded a project aimed at refining the company's digital marketing strategies through comprehensive market research by analyzing industry trends and **SEO optimization** to enhance on-page and off-page SEO, **leading to 25% better visibility**.
- Collected and analyzed data from **Google Analytics** and **SEO tools** and monitored key performance indicators (KPIs) such as organic traffic, bounce rate, conversion rate, and keyword rankings via custom dashboards in Google Analytics on Google Data Studio.

Data Analyst Intern

ESC INDIA

Oct 2022 – Apr 2023

New Delhi, IN

- Coordinated with cross-functional teams to analyze two years of export performance data using **Python** and formulated six KPIs, including market share by country, export frequency, and product performance index, **contributing to a 15% increase in promotion effectiveness**.
- Engineered an **automated ETL pipeline for 2M+ sales records using SQL**, integrating stored procedures and CTEs to streamline monthly reporting and reduce manual intervention.
- Refactored 20+ complex SQL queries using **window functions, CTEs, and indexing** to boost database response time by 35% and **reduce redundancy by 26%**, streamlining analytics downstream.

RESEARCH EXPERIENCE

Research Assistant

INFORMATION SYSTEMS LAB – Arizona State University

Jan 2025 – Present

Tempe, AZ

- Improved clinical AI model transparency for Alzheimer's detection by **annotating medical images** and restructuring core classes into five detailed subclasses, enhancing explainability and supporting training of state-of-the-art computer vision models, **achieving 95% accuracy** and strengthening data-driven healthcare decisions.
- Partnered with technical and UI/UX teams to evaluate drone detection system performance using mAP50 and F1-score, crafted visual reports that highlighted a **30% improvement over baseline**, bolstering department's case for defense funding.
- Executed multichannel performance marketing analysis by designing **A/B tests**, querying data in SQL, and **visualizing behavioral trends via Power BI and GA4**, uncovered insights that drove a **27.2% increase in LinkedIn visibility** and enhanced content strategy alignment.

PROJECT EXPERIENCE

Arizona State University

- Grocery Store Review Analysis:** Built an **NLP pipeline to analyze 8,000+ Yelp reviews** from Arizona grocery stores using **regression and classification techniques**, achieving up to **98.4% sentiment accuracy**. Identified key satisfaction drivers like stockouts and service delays, delivering insights that guided pricing and inventory strategies.
- Road Crack Detection & Repair Prioritization:** Trained a **deep learning segmentation model** to detect cracks in bike lane images, **achieving 91% accuracy and a Dice score of 0.81**. Developed a severity-based prioritization framework with dashboards to help city planners allocate repair resources based on safety impact.

SKILLS & ACTIVITIES

- Programming:** Python (NumPy, Pandas, Keras, Matplotlib, Seaborn, Scikit-learn), R, SQL
- Data Analysis & Modeling:** Predictive Modeling, Regression, A/B & Multivariate Testing, NLP
- Data Management & Engineering:** ETL, Data Warehousing, Data Modeling, SSIS, Google Apps Script
- Platforms & Tools:** Power BI, Tableau, Excel, Azure Data Studio, BigQuery, Snowflake, MS SQL Server, SPSS, Minitab, GA4, HubSpot, SEMrush, GTM, SAP (Inventory modules – exposure)