

EDUCATION

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

Aug 2024 – Dec 2025

Master of Science, Business Analytics

Tempe, AZ

GPA: 4.00/4.00

University of Delhi, Shri Ram College of Commerce

Jul 2018 – Jun 2021

Bachelor of Commerce

New Delhi, IN

PROFESSIONAL EXPERIENCE

Operations & Business Analyst Intern

May 2025 – Aug 2025

BANGERS SNACK INC.

San Francisco, CA

- Engineered a business intelligence dashboard for supply chain visibility that integrated Google Forms, Sheets, **Apps Script**, and **Looker Studio** for SKU-expiration tracking across 6+ product lines, **reduced manual entry errors by 90%**, and **improved update speed by 96%**.
- Orchestrated D2C launch by aligning website go-live, Amazon FBA integration, and velocity-based inventory planning, generated **\$3.1K+ revenue from 71 orders and 5.7K+ sessions** in the first two months.
- Applied **A/B testing** to store outreach messaging and stocking strategies, lifted **brand visibility by 20%** and **boosted sales by 12%** during the campaign period.
- Coordinated product availability with marketing and supply chain teams, achieved **over 50% store readiness** across 300+ ExtraMile locations ahead of a Roblox-based brand activation.
- Built a HubSpot supplier database and analyzed seasoning demand and oil pricing trends using SEMrush + Looker Studio dashboards, optimized procurement for promotions and **realized 8% cost savings**.
- Automated pallet-ID generation & reconciliation with lightweight **ETL (Apps Script + SQL)** aligned to SAP, eliminated duplicate pallet records.

Marketing & Brand Analyst Intern

May 2023 – Jun 2023

DGBREW TECHNOLOGIES

New Delhi, IN

- Designed **GA4-powered Tableau dashboards** and validated **UTM tagging** to consolidate traffic, conversion, and keyword KPIs. applied **attribution modeling** to optimize spend allocation, uncovering insights that improved tracking accuracy and **increased engagement by 15%**.
- Conducted **SEO/SEM analysis** with competitor benchmarking and KPI prioritization, **improved online visibility by 26%** and delivered recommendations that increased ROI from high-performing campaigns.

Data Analyst Intern

Oct 2022 – Apr 2023

ESC INDIA

New Delhi, IN

- Automated SQL pipelines feeding Power BI dashboards for **200K+ export records** with stored procedures and CTEs, **reduced refresh effort by 30%** and standardized reporting cadence.
- Refactored **20+ SQL queries/week** (window functions, indexing, CTEs), **improved latency by 35%** and **reduced redundancy by 26%**.
- Partnered with cross-functional teams to define six KPIs (market share, export frequency, product performance index), produced **BI dashboards** informing export promotion strategies and **improving campaign ROI by 15%**.

RESEARCH EXPERIENCE

Research Assistant

Jan 2025 – Present

INFORMATION SYSTEMS LAB – Arizona State University

Tempe, AZ

- Executed multichannel performance marketing analysis using **A/B and multivariate tests**, **SQL**, **GA4 funnels and retention trends**, applied **incrementality testing** to isolate campaign lift, uncovered insights that **drove a 27.2% increase in LinkedIn visibility**.
- Improved Alzheimer's detection model transparency by annotating medical images and restructuring 5 subclasses, **enhanced explainability**, **supported training of state-of-the-art computer vision models**, and **achieved 95% accuracy** with clinician-readable outputs.
- 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**, strengthening the case for external funding.

PROJECT EXPERIENCE

Arizona State University

- Grocery Store Review Analysis:** Developed an NLP pipeline in **Python** with **regression and classification models** to process **8,000+ Yelp reviews**, **achieved 98.4% sentiment accuracy**, and built Tableau dashboards surfacing stockouts and service delays as the primary pain points, insights guided pricing and promotional strategies.
- Road Crack Detection & Repair Prioritization:** Trained a **deep learning segmentation model** to detect cracks in bike lane images, **achieved 91% accuracy and a Dice score of 0.81**, and Developed a Tableau-based prioritization framework to help city planners allocate repair resources based on safety impact.

SKILLS & ACTIVITIES

- Programming:** SQL, Python (Pandas, Scikit-learn, NLP), R, Predictive Modeling, Regression, Classification, Statistical Analysis, Sentiment Analysis.
- Marketing Analysis & Insights:** GA4, GTM, UTM Tracking, Cohort & Funnel Analysis, A/B & Multivariate Testing, Attribution Analysis, Incrementality Testing, CAC/LTV, Customer Segmentation, Churn Modeling, Creative Testing, Campaign ROI, Marketing Mix Modeling (concepts), Privacy-Safe Measurement.
- Platforms & BI:** Power BI (DAX, Power Query), Tableau (LOD, actions, extracts), Looker Studio, Excel (Automation & VBA), HubSpot, Salesforce CRM, Amazon FBA Analytics, SEO/SEM Tools, SEMrush, SPSS, Minitab.
- Cloud & Process:** BigQuery, Snowflake, Azure Data Studio, AWS (EC2, SageMaker – exposure), Agile & Scrum, Jira & Confluence, SDLC, Stakeholder Training, Change Control & Audit Readiness.