

## 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

- Built **Power BI dashboards** automated with SQL and Apps Script across 6+ product lines, standardized inputs/validations, improved refresh timeliness by **96%**, and reduced manual errors by **90%**.
- Modeled demand and expiry-at-risk metrics, designed **KPI scorecards** (stockouts, sell-through), and standardized governance rules that lowered potential write-offs by **12%** and improved forecast reliability.
- Defined KPI contracts, **data dictionaries**, and refresh SLAs while preparing RLS-ready structures, improved dashboard trust and reduced ad-hoc reporting needs by **30%** across warehouse and sales teams.
- Integrated **Amazon FBA and website analytics** with inventory trackers, producing demand dashboards that supported forecasting decisions and generated **\$3.1K+** in pilot revenue.
- Consolidated supplier evaluation dashboards by combining **HubSpot CRM** and market trend data, provided insights that **lowered procurement costs by 8%** and strengthened sourcing strategy.

Marketing & Brand Analyst Intern

May 2023 – Jun 2023

DGBREW TECHNOLOGIES

New Delhi, IN

- Designed **GA4-powered Tableau** dashboards consolidating traffic, conversion, and keyword KPIs, improved tracking accuracy and delivered insights that **increased engagement by 15%**.
- Conducted **SEO/SEM analysis** with competitor benchmarking and KPI prioritization, improved **online visibility by 26%** and provided budget reallocation recommendations that optimized spend efficiency.

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+ complex SQL queries weekly with indexing and window functions, **improved query latency by 35%** and **reduced redundancy by 26%**, which enabled faster KPI reporting.
- Partnered with cross-functional teams to define six KPIs (market share, export frequency, product performance index), produced **BI dashboards** that informed export promotion strategies and **improved campaign ROI by 15%**.

## RESEARCH EXPERIENCE

Research Assistant

Jan 2025 – Present

INFORMATION SYSTEMS LAB – Arizona State University

Tempe, AZ

- Engineered reproducible data pipelines to support **Alzheimer's detection research**, restructuring medical image subclasses into five categories, standardizing preprocessing workflows, and documenting lineage, results improved model explainability and **achieved 95% accuracy**.
- Partnered with engineering and UX teams to design **drone detection dashboards** tracking mAP50 and F1-score, visualizations highlighted a **30% improvement over baseline** and supported defense funding.
- Designed and automated a **GA4 + SQL-based experimentation framework** for multichannel marketing analysis, integrated A/B test results into Power BI dashboards and generated insights that drove a **27.2% increase in LinkedIn visibility**, aligning content strategy with stakeholder goals.

## PROJECT EXPERIENCE

Arizona State University

- Grocery Store Review Analysis:** Developed an NLP pipeline in Python to process **8,000+ Yelp reviews** using regression and classification models, **achieved 98.4% sentiment accuracy**. Automated preprocessing steps and built **Tableau** dashboards that highlighted stockouts and service delays, guided pricing and inventory 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**. Developed a severity-based prioritization framework in **Tableau** to help city planners allocate repair resources based on safety impact.

## SKILLS & ACTIVITIES

- Analytics & Modeling:** Python (NumPy, Pandas, Keras, Matplotlib, Seaborn, Scikit-learn), R, SQL, Predictive Modeling (Regression, Classification), A/B & Multivariate Testing, NLP, Sentiment Analysis, Statistical Analysis, Machine Learning (TensorFlow, PyTorch), Cohort & Funnel Analysis, KPI & Metric Layer Design.
- Warehousing, Modeling & BI:** Power BI (DAX, Power Query, semantic layer, dataflows, RLS), Tableau (LOD, actions, extracts, performance tuning), Looker Studio, Excel (Automation, VBA), Dashboard Governance & Adoption, GA4, HubSpot, GTM, Salesforce (CRM Sources), Dimensional Modeling (Star/Snowflake), ER Diagramming, Data Dictionary & Lineage, Refresh SLAs, MS SQL Server, Oracle Business Intelligence, IBM Cognos, Amazon QuickSight, SPSS, Minitab, SAP Inventory, Power Apps, Ad-hoc Analysis.
- Cloud, Tools & Process:** BigQuery, AWS (EC2, SageMaker), GCP, Azure Data Studio, Git/GitHub, Agile & Scrum, Jira & Confluence, Visio & BPMN, Project Methodology (SDLC), UAT Facilitation, Stakeholder Training, Change Control & Audit Readiness.