

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
<ul style="list-style-type: none"><li>Automated BI reporting pipeline (SQL + Apps Script + Looker Studio) across 6+ product lines, reduced manual errors by 90% and improved refresh timeliness by 96%, meeting reporting SLAs.</li><li>Defined metric definitions and KPI layers for SAP-integrated campaign trackers, which enabled 50% store readiness across 300+ Extra Mile outlets and improved promo availability planning.</li><li>Built lightweight ETL (Apps Script + SQL) aligned to SAP/NetSuite, eliminated duplicate pallet records and improved audit accuracy for SKU-level reports.</li><li>Implemented FEFO/FIFO logic with expiry-at-risk alerts, improved SKU traceability and reduced product waste by 12%, extending shelf-life.</li><li>Orchestrated the launch of a D2C ecommerce channel by leading website deployment, Amazon FBA integration, and velocity-based inventory planning, generated \$3.1K+ revenue through 71 orders with 5.7K+ sessions during May–July 2025.</li><li>Created a supplier data mart (HubSpot + trend data) and applied DoE for sample evaluations, informed sourcing decisions that delivered 8% cost savings.</li></ul>	
Marketing & Brand Analyst Intern	May 2023 –Jun 2023
DGBREW TECHNOLOGIES	New Delhi, IN
<ul style="list-style-type: none"><li>Redesigned digital marketing strategy through industry trend analysis and SEO/SEM optimization, lifted online visibility by 25% and strengthened brand positioning.</li><li>Developed GA4 + SEO dashboards in Looker Studio, monitored organic traffic, bounce, conversion, and keyword rankings, produced a 15% rise in engagement.</li></ul>	
Data Analyst Intern	Oct 2022 – Apr 2023
ESC INDIA	New Delhi, IN
<ul style="list-style-type: none"><li>Analyzed two years of export performance data using Python with cross-functional teams and formulated six KPIs (e.g., market share, export frequency, product performance index), which contributed to a 15% increase in promotion effectiveness.</li><li>Designed and maintained automated BI reporting systems (SQL + Power BI) for 200K+ sales records, reduced manual reporting effort by 30% and improved data refresh consistency.</li><li>Refactored 20+ complex SQL queries per week using window functions, CTEs, and indexing to improve latency by 35% and reduce redundancy by 26%.</li></ul>	

RESEARCH EXPERIENCE

Research Assistant	Jan 2025 – Present
INFORMATION SYSTEMS LAB – Arizona State University	Tempe, AZ
<ul style="list-style-type: none"><li>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, strengthening data-driven healthcare decisions.</li><li>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.</li><li>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.</li></ul>	

PROJECT EXPERIENCE

Arizona State University
<ul style="list-style-type: none"><li>Grocery Store Review Analysis: Built an NLP pipeline to analyze 8,000+ Yelp reviews from Arizona grocery stores using regression and classification techniques, which achieved 98.4% sentiment accuracy. Identified key satisfaction drivers like stockouts and service delays, delivering insights that guided pricing and inventory strategies.</li><li>Road Crack Detection &amp; 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 with dashboards to help city planners allocate repair resources based on safety impact.</li></ul>

SKILLS & ACTIVITIES

<ul style="list-style-type: none"><li>BI &amp; Reporting: Power BI (DAX), Tableau, Looker Studio, Excel (Power Query, automation)</li><li>Programming: SQL, Python (pandas, NumPy, matplotlib, seaborn, scikit-learn), R</li><li>Data Analysis &amp; Modeling: Predictive Modeling, Regression, A/B &amp; Multivariate Testing, NLP, Statistical Analysis, Sentiment Analysis, Machine Learning, Cohort &amp; Funnel Analysis, Experiment Design</li><li>Data Management &amp; Engineering: ETL Automation (CTEs, Stored Procedure, Google Apps Script), Semantic Layer/Metric Definitions, Data Modeling &amp; Warehousing (Star/Snowflake), SSIS, Data Quality &amp; Lineage</li><li>Platforms &amp; Tools: BigQuery, MS SQL Server, SPSS, Minitab, GA4, HubSpot, GTM, SAP (Inventory modules), EC2, AWS SageMaker</li></ul>
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