

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">Integrated Amazon FBA + website analytics with inventory tracking to analyze campaign performance, pilot generated \$3.1K+ revenue (71 orders, 5.7K sessions), May–Jul '25).Developed marketing-facing dashboards (Looker Studio) tracking stockouts, expiry-at-risk, and sell-through vs. campaigns, which increased leadership adoption and reduced ad-hoc requests by 30%.Implemented FEFO/FIFO + expiry-at-risk alerts, reduced potential write-offs by 12%, and freed budget for promotional campaigns.Automated BI reporting pipeline (Google Forms + Sheets + Apps Script) across 6+ product lines, reduced manual errors by 90% and improved refresh by 96%.Created a supplier data mart (HubSpot + trend data) and applied DoE for sample evaluations, informed sourcing decisions that delivered 8% cost savings.Automated pallet-ID generation & reconciliation, 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
<ul style="list-style-type: none">Redesigned digital marketing strategy through industry trend analysis and SEO/SEM optimization, lifted online visibility by 25% and strengthened brand positioning.Developed GA4 + SEO dashboards in Looker Studio, monitored organic traffic, bounce, conversion, and keyword rankings, guiding a 15% rise in engagement.	
Data Analyst Intern	Oct 2022 – Apr 2023
ESC INDIA	New Delhi, IN
<ul style="list-style-type: none">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.Designed automated BI reporting systems (SQL + Power BI) for 200K+ sales records, integrating stored procedures and CTEs, and reduced manual effort by 30%.Refactored 20+ SQL queries/week (window functions, indexing, CTEs), improved latency by 35% and reduced redundancy by 26%.	

RESEARCH EXPERIENCE

Research Assistant	Jan 2025 – Present
INFORMATION SYSTEMS LAB – Arizona State University	Tempe, AZ
<ul style="list-style-type: none">Executed A/B and multivariate marketing tests in SQL + Power BI, visualized GA4 behavioral trends that drove a +27.2% MoM increase in LinkedIn visibility and secured 4 high signal reposts.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, delivering 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, bolstering department’s case for defense funding.	

PROJECT EXPERIENCE

Arizona State University
<ul style="list-style-type: none">Grocery Store Review Analysis: Built an NLP pipeline to analyze 8,000+ Yelp reviews from Arizona grocery stores using regression and classification techniques, achieved 98.4% sentiment accuracy, insights guided pricing and promotion timing.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

<ul style="list-style-type: none">Programming: Python (NumPy, Pandas, Keras, Matplotlib, Seaborn, Scikit-learn), R, SQLMarketing Analysis & Modeling: GA4, GTM/UTM Hygiene, Funnel & Cohort Analysis, A/B & Multivariate Testing, Incrementality Testing, CAC/LTV, Attribution Modeling, Sentiment Analysis, RegressionData Management & Engineering: ETL Automation (Stored Procedures, CTEs, Google Apps Script), Data Quality & Lineage, Data Modeling & Warehousing (Star/Snowflake), SSIS, Semantic Layer/Metric DefinitionsPlatforms & Tools: Power BI (DAX), Looker Studio, Tableau, Excel (Advanced automation & VBA-equivalent scripting), HubSpot CRM, BigQuery, MS SQL Server, Azure Data Studio, SPSS, Minitab, SAP (Inventory modules – exposure), EC2, AWS SageMaker
