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Tableau Public- https://public.tableau.com/app/profile/vasundra.khosa

Summary-

Business Analyst, Business Intelligence Analyst, Marketing Analyst, Data Analyst

A highly analytical and results-oriented Business Analyst with a Master of Science in Business Analytics from the W. P. Arizona State University and prior education in Management of Information Systems from Warwick Business School. She has a strong background in data science, data visualization, descriptive and prescriptive analytic applications. Her journey has always involved transforming business requirements into data-driven solutions by harnessing the potential of analytics and integration of Tableau, Power BI, SQL and Python. She offers a diverse range of expertise spanning marketing, website development and IT. She has experience of cross-functional collaboration to solve real-world and drive process improvement. She holds certifications in Lean Six Sigma Green Belt and is dedicated to leveraging her passion and skills to help improve business processes and make better business decisions.

About Me-

I come from a diverse background of Marketing, IT, Operations and Website Development spanning over 3.5 years with various industries ranging from Media to Consumer Products. I have lately worked with the Times Group as a Business Analyst in the Software Compliance team. My role involved designing asset governance documentation and creating Power BI dashboards to analyze optimization of software utilization. At Karcher India, I collaborated with cross-functional teams globally to design data-driven marketing strategies across Social Media and E-commerce platforms. I have completed my first Masters in Management of Information Systems and Digital Innovation during which I have undergone modules like Digital Business Strategy, SAP and Business Intelligence. My tryst with analytics began during my internship experience at Nationwide Building Society, UK.

During my post-graduate education in Business Analytics at Arizona State University, the curriculum offered me to put forth my understanding of business process analysis into implementation. Subjects like Data Mining, Introduction to Enterprise Analytics and Data-Driven Quality Management helped me build a strong foundation for Python, SQL and Minitab. I have completed various Tableau and Python projects covering diverse domains such as Data Visualization, Statistics, Machine Learning, Data Mining, Deep Learning and Natural Language Processing. The notable projects include Pedestrian Detection using computer vision, Fraud Detection using Machine Learning, Business Intelligence dashboards for Sales/ HR/ Road Accident/ COVID-19 trends and Restaurant Revenue Prediction using Regression. As a part of my capstone project, I led a team of 4 people to develop a predictive model for demand forecasting at Cintas Corporation. It also included creating Tableau dashboards for highlighting actionable insights about product demand trends. Our project was awarded the best capstone project among 40 other projects.

Experience-

Experience- 3 years 5 months

Degree- Masters

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SQL | Tableau | SAP | Python | Power BI

Numpy | Pandas | Scikit-Learn | Plotly | NLTY | TensorFlow | Keras

HR Analytics-

* The project aimed to address the **high attrition rate** within the organization by conducting a comprehensive analysis of factors contributing to employee departures. With a focus on identifying trends and potential areas of concern, the analysis sought to provide insights into the root causes of attrition.
* **Key Performance Indicators (KPIs):** attrition rate, employee count, and average age were analyzed.
* The findings revealed that the company had an attrition rate of approximately **16%**, with the Sales department experiencing the highest attrition at around **21%**. The analysis also highlighted a connection between job satisfaction and attrition rate, with employees least satisfied having the highest likelihood of leaving.
* **Recommendations:** Increasing the commission rate for Sales Executives, as their dissatisfaction was linked to the lower commission rate in comparison to competitors. By improving job satisfaction and addressing the identified issues, the company aimed to stabilize its workforce, reduce expenses associated with hiring.

Sales Dashboard-

* The BI Dashboard offers a powerful solution to monitor and analyze critical **sales and profit** metrics, as well as product quantity, with a focus on user-friendliness.
* **Key Performance Indicators (KPIs):**Total Sales, Total Profit, and Total Quantity.
* It provides a comprehensive overview of business health, while percentage comparisons with the previous year's data enable growth assessment and identify areas for improvement. The dashboard's intuitive and interactive graphs enhance data presentation, enabling exploration of sales and profit trends across different states for regional analysis. Segmented sales and profit figures by customer groups offer insights into customer preferences, facilitating tailored marketing strategies.
* It incorporates location-based sales data, linked with manager performance metrics, empowering businesses to optimize sales operations and enhance overall performance by assessing manager effectiveness in various regions.

COVID-19 Dashboard-

* The dashboard provides insights about the COVID-19 cases in India for a duration of 3 years with an interactive user interface.
* The Key Performance Indicators (KPIs): Covid cases by state, Age Group, Doses Administered, State-wise Testing details
* The dashboard targets various stakeholders including healthcare departments,
* Your Tableau COVID-19 dashboard for India is a robust and informative tool for tracking the pandemic's impact and response. This helps in identifying which segments of the population are most affected.
* Moreover, the inclusion of ICMR testing labs in each state and statewise testing details provides transparency on testing infrastructure and its effectiveness. The dashboard tracks vaccination progress by displaying doses administered by vaccine, a key indicator of India's efforts to combat the virus.

Road Accident-

* The Dashboard provides a comprehensive analysis of road accidents over the years, with an interactive user experience. Utilizing parameters and calculated fields, the dashboard presents data on **accident severity, road types, weather conditions, and locations**, offering valuable insights for improvement.
* **Key Performance Indicators (KPIs):** Accidents, Casuality, and Casualty/Accident ratio.
* One standout finding highlights a **high number of accidents on single-carriageways in dry weather conditions**, suggesting the need to address reckless driving behaviors by small car drivers. The dashboard's visualizations, including bar charts, sparklines, and donut charts, allow stakeholders to explore accident trends and take proactive measures for road safety.
* The dashboard targets various stakeholders, including transport departments, police, emergency services, and road safety agencies. The project's development involved data cleaning, processing, analysis, and visualization to create a powerful tool for driving positive change in road safety. The Road Accident Dashboard is a valuable resource for understanding and addressing road accidents, working towards safer environments for all road users.

Restaurant Revenue Prediction-

Cintas-

NLP- Chat GPT

Deep Learning & Computer Vision- Pedestrian Detection at ASU

Santander Customer Satisfaction-

Image Classification-