# Sanskriti Kansal

github.com/sanskans sanskritikansal.com linkedin.com/in/sanskritikansal skansal3@asu.edu

SKILLS

Languages: **SQL**, Python (Pandas, NumPy, SciPy, Scikit-Learn, Matplotlib, TensorFlow, PyTorch), HTML, MATLAB.

Tools: MS Excel (Pivot Table, VLOOKUP), **Tableau**, Microsoft Power BI, Google Analytics, Jupyter, PowerPoint, Git, R (tidyverse, ggplot), **SAS**, Spark, Hadoop, MongoDB, Radiant (Hypothesis testing, Regression).

Skills: SCRUM, **Agile**, Jira, Kanban.

Certifications: Passed Chartered Financial Analyst (CFA) Level III (May 2022).

EXPERIENCE

Data Analyst   September 2023 – Present

School of Global Politics at Arizona State University   *Arizona, U.S.A*

- Refactored **Perl scripts into Python** (BeautifulSoup and Scrapy), optimizing code for readability, performance and facilitated the extraction and analysis of **75,000+** citations and case records with 97% data accuracy.
- Optimized and streamlined large datasets using SQL to evaluate game theory model enabling in identification of overruled cases in the United States, resulting in **60%** improvement in data quality.
- Implemented effective database organization to facilitate up to 50% ease in access to 50 stakeholders.

Business Analyst   September 2021 – February 2023

Praxis Global Alliance Private Limited   *Bengaluru, India*

- Designed and led development of a project delivery model creating an advanced analytics tool using **Power BI** and Power automate reducing turnaround time by **35%** while improving transparency for stakeholders.
- Spearheaded execution of **100+** complex **SQL queries**, employing **PostgreSQL** and ML algorithms (**random forests and neural networks**) to boost short video app user engagement, achieving a 15% increase in retention.
- Benchmarked and analyzed 250 KPIs related to business and operational efficiency of logistics companies using **Tableau** data visualization dashboards helping stakeholders reduce cost by 10% and improve efficiency by **40%**.
- Utilized **Google Analytics** and SEO strategies to analyze user behavior and website traffic, identifying key insights that informed a targeted go-to-market strategy for a mattress company, leading to a **20%** market share gain.
- Leveraged Excel by processing and synthesizing databases uncovering valuable insights into customer behavior and sales trends for 7+ industries such as apparel, grocery, personal care, e-commerce.

PROJECTS

LaundryMate | *Python (Pandas, Matplotlib), JavaScript, WhatsApp Business API, SQL, Git, Tableau*   April 2023

- Deployed a comprehensive laundry management system to streamline the tracking of orders, transaction history, and manage customer data using WhatsApp integration achieving a **200% increase in customer engagement.**

StockSensei | *Python (NumPy, Pandas, Scikit-Learn, Seaborn), ML (TensorFlow, Keras), Git, Jupyter*   August 2020

- Developed a price prediction system by accessing real-time data for **50,000+** tweets using Twitter API and stacked machine learning techniques (Long Short-Term Memory, ARIMA) to improve the accuracy by 90%.

GrooveGuide | *Python (NumPy, Scrapy, Pandas, Scikit-Learn), Jupyter, Git, Spotify API*   April 2020

- Crafted a personalized music recommendation system resulting in recommendation **accuracy rate of 80%**, boosting user engagement by 30% and resulting in longer user sessions and increased platform usage.

EDUCATION

W.P. Carey School of Business at Arizona State Univeristy   August 2023 – Present

Master of Science in Business Analytics (MSBA)   *Arizona, U.S.A*

- Relevant Coursework: Database Systems, Advanced Statistics, Machine Learning, Deep Learning, Natural Language Processing, Predictive Modelling, Big Data, Analytical Decision Modeling, Data-Driven Quality Management

Stanford Univeristy   Present

Statistics for AI, Machine Learning, and Data Science   *U.S.A*