Aashay Zende

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I am a passionate data and business analyst, currently pursuing a Master of Science in Business Analytics at Northeastern University. I am actively seeking opportunities in business or data analytics, where I can leverage my advanced skills in Data Analytics, Python, SQL, R, PowerBI, Tableau, MS Office, Management and more, in strategic consulting, marketing, and supply chain management projects, utilizing my analytical prowess to drive data-informed decision-making and strategic initiatives.

EDUCATION

Northeastern University, Boston, MA   Sept 2023 – Dec 2024
- Master of Science - Business Analytics, CGPA – 3.2
  Courses: Foundations of Data Analysis, Data Wrangling, Information Visuals and Dashboards, Data Mining/Machine Learning, Business Information Design, Quality and Strategy, Marketing Analytics, Brand and Advertising Management

Manipal Institute of Technology, Manipal, India   August 2018 – July 2022
- Bachelor of Technology in Automobile Engineering, GPA – 7.2
  Courses: Data Analysis, Engineering Economics and Financial Management, Electronics, Essentials of Management, Optimization Techniques, Engineering Mathematics, Numerical Simulation
- Coursera Certified: Introduction to Business Analytics with R - University of Illinois at Urbana-Champaign, Grade Achieved: 85.95%
  Foundations: Data, Data, Everywhere – Google, Grade Achieved: 87.43%

SKILLS
- **Statistical Techniques:** SVM, Regression models, Decision Tree, KNN , Cluster Analysis, NLP, K-Means, Naive Bayes
- **Database, Programming & Tools:** Tableau, PowerBI, Python, SQL, R, MySQL, Google SQL, Google Analytics, Microsoft Excel functions

WORK AND INTERNSHIP EXPERIENCE

Redseer Strategy Management Consulting   Feb 2022 - Sept 2022
Business Analyst, Full-Time
- Conducted a granular analysis of 12 distinct e-commerce models against the backdrop of India's dynamic retail landscape, leading to strategic solutions, and achieved an average of 18% boost in operational efficiency, during my tenure, for client companies including Amazon, Flipkart, Reliance and many more.
- Pioneered a predictive analytics project that provided client companies with advanced monthly insights into critical KPIs including gross merchandise value (GMV), top-line metrics, returns, shipment split by 3PL and captive and other P & L parameters without prior input from them. Our team's acumen in forecasting critical financial parameters greatly impressed our clientele, fostering a reputation for excellence in strategic foresight.
- My team developed a transformative PowerBI dashboard, leveraging extensive Excel datasets to create a groundbreaking tool that significantly enhanced our data visualization capabilities and decision-making processes. This innovative solution played a crucial role in revitalizing client strategies, contributing to a substantial 40% revenue increase over a 10-month period through the acquisition of new clients and the fortification of existing contracts, demonstrating the significant value of our data-driven consultation services.
- Collaborated within a dedicated analytics team applying Python and R to distill complex data into strategic insights for investment portfolio optimization, culminating in refined investment strategies for investment firms like Warburg Pincus, with a subsequent 27% increase in portfolio performance on average.
- Facilitated monthly strategic meetings with VPs and heads of strategy of client companies, presenting market analyses and market landscaping that influenced key growth initiatives and led to the implementation of 22 new strategies and model adaptations.
- Spearheaded a rigorous e-commerce market analysis, employing advanced Excel functions and pivot tables to dissect expansive market survey data. This strategic evaluation unearthed pivotal insights, guiding our firm's marketing efforts to target high-value customer segments more effectively. The resultant tactics directly led to a 20% reduction in customer acquisition costs, while simultaneously optimizing marketing expenditures.

Mahindra and Mahindra   June 2021 - July 2021
Automobile Technical Advisor, Summer Intern
- Engaged closely with senior management and technical supervisors in a month-long deep dive into company operations, gaining insights into the end-to-end process flows and contributing to the streamlining of operations protocols.
- Conducted a comprehensive subsystem analysis on the complete line of vehicles manufactured by Mahindra, utilizing both technical manuals and hands-on assessments, facilitating a 10% improvement in the subsystem assembly guidelines by identifying critical efficiency bottlenecks.
- Performed a targeted analysis of the inventory management and supply logistics systems, identifying and recommending enhancements that led to a 5% reduction in inventory processing time during my internship tenure.

PROJECTS

LoopMIT, Manipal Institute of Technology   Feb 2019 - July 2021
Co-Head, Vehicle Dynamics Department
- As part of a select team of 20 students, we contributed to LOOPMIT's participation in SpaceX's esteemed Hyperloop competition, presenting our innovative transportation concepts to industry leaders in Hawthorne, California.
- Innovatively designed and meticulously developed the hyperloop pod's suspension system and chassis, incorporating magnetic levitation technology to achieve minimal drag and friction in a vacuum tunnel, a design that successfully advanced to the final round of the competition.
- Initiated and developed a comprehensive mentoring program for newcomers, enhancing their skills in research methodologies and analysis simulations, which also involved managing the department's budget and meticulously reporting on team progress.
- Leveraged advanced engineering software, including Autodesk Fusion360 and SolidWorks, to intricately design the hyperloop pod and perform detailed motion analysis, which was critical in optimizing design efficiency and operational stability.

- Directed the research and application of computational fluid and aero dynamic simulations, leading to a 16% reduction in aerodynamic drag, thus enhancing the pod's speed capabilities for the competition.
- Managed cross-functional teams to synchronize the pod's mechanical, electrical, and software subsystems, ensuring seamless integration and functionality that exceeded competition benchmarks.
- Strategically led fundraising initiatives, successfully securing $5,000 in monetary sponsorships, and procuring cutting-edge components from leading tech firms, which were instrumental in the advanced development of our hyperloop pod.