

VIDHI BANSAL, MS

612-469-5978 | bansalvidhi92@gmail.com | [LinkedIn](#) | [GitHub](#) | [Tableau](#)

SUMMARY

Data Science, Data Engineering and BI professional with 4+ years of work experience in helping organizations make effective data driven decisions on a budget. Driven and a quick learner with prior experience in working in technology, consulting, and government sector with significant impact on revenues and strategic decisions.

EDUCATION

MS, Business Analytics (3.8/4), University of Cincinnati **August 2020**
Thomas E. Witte Scholarship for Outstanding Performance in MS

BS, Information Technology, Guru Gobind Singh Indraprastha University **May 2015**

SKILLS

Programming Languages & Tools: Python, R, SAS, SQL, PySpark, Hadoop, Apache Spark, Hive, Scikit-learn, Pandas, Alteryx, PostgreSQL, SPSS, MATLAB, Advanced MS Excel

Cloud Platform: AWS – Athena, S3, Glue, Redshift, RDS, Azure - Data Factory, Databricks, SQL server, **Snowflake**

Data Visualization: Tableau, Power BI, Seaborn, Bokeh, ggplot2, matplotlib, Altair, Plotly

Advanced Analytics: Regression, Classification, Clustering, Optimization, Statistical and Predictive Modeling, Data Mining, Risk Modeling, Simulation Modeling, Data Management and Wrangling, Business Intelligence

Non-Technical: Excellent verbal and written communication, Project Management – Agile/Waterfall/Scrum, Ease of working and collaboration with cross functional teams, Proven ability to communicate verbally and in writing to technical and business peers, and leadership teams with various levels of technical knowledge, educating them about systems, as well as sharing insights and data-driven recommendations

EXPERIENCE

Data Science Graduate Consultant, [American Modern Insurance Group Inc.](#) Jan 2020 – Apr 2020

- Collaborating with a cross-functional team of Product Managers, Data Engineers, Software Engineers, and Analysts to understand their problems and gather requirements
- Created an open source business intelligence stack aimed at easy tabular access through automated wrangling and ETL to feed insurance data to live web reports using R and R Shiny, reducing the operations time by 65%
- Derived insights by creating, visualizing, and analyzing 4 KPIs using SQL and Tableau to drive business decisions
- Segmented and profiled customers and formulated a targeting mechanism by mining insurance data with 81% accuracy

Data Analyst, [Niti Aayog \(Policy Think Tank\)](#) Sept 2016 – Mar 2019

- Designed 10+ survey questionnaires to monitor various initiatives of Niti Aayog, created an open source data engineering pipeline to map the data with the publicly available data of household survey and education status report data
- Reported the insights and triangulated with secondary literature using interactive Tableau dashboards
- Performed data wrangling, feature extraction, and clustering analysis on performance data of 70 existing policies in the HR sector, performed trend and correlation analysis to find patterns
- Deployed projection models using various prediction algorithms to estimate improvement scope in various geographies for health, education, and sanitation indicators; increased estimation accuracy from 76% to 87%
- Designed and built interactive Tableau dashboards using publicly available child development and health services datasets to show trends and performance of policies on the website

Data Analyst, [ZS Associates](#) Nov 2015 – Jul 2016

- Processed large pharma datasets, built and deployed clustering models, and worked on segmentation schemes to help pharma clients in effective product targeting, value proposition, brand alignment and perception tracking, increasing new consumer acquisition by 25%
- Devised repositioning & customer acquisition strategy for a revamped water park, New York; Identified 0.4M new visitors
- Led a team of 3 Associates, developed a data warehouse and reporting solution along with 1000+ automated DQM queries using SQL, ETL pipelines, scripts, and Tableau Dashboards, which led to a 100% reduction in Sunshine Act violations
- Interpreted requirements, designed dashboard reports, and performed database modeling for 2 mid-sized complex datasets to build 100% automated Pay-out Dashboard on Tableau and presented results to clients

Associate IT Consultant, [Oracle Corporation](#) May 2015 – Oct 2015

- Interpreted requirements, created BRDs, designed dashboard reports on Tableau with 0% operations cost and a fail-safe mechanism covering all edge cases, keeping in mind the high visibility among senior management