

POOJA BHANSALI

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ABOUT ME

I am passionate in data analysis, product metrics for consumer facing products, Data Management, Data Mining, Business Metrics & Reporting, Statistical Analysis, software as SQL, Python, R, SPSS, PowerBI, Tableau. Experience in perform deep dives into metrics and operations to find root causes behind variances of key parameters.

EXPERIENCE

BUSINESS OPERATION ANALYST, ZYPMEDIA INC, CA – (FEB 2020 - MAY 2020)

- Advanced analytical data infrastructure to run ad-hoc operations analyze Trends KPIs for campaigns pacing performance metrics, analyze fraud clicks, developed **5+** dashboards through writing SQL queries in Periscope.
- Extracted & cleaned **4M+** unstructured data from multiple data sources using SQL, built ETL process using HeidiSQL, Redshift for operational & analytical use, build custom reports using advanced SQL queries, developed data analysis procedures through coding in R and Python, improving team analytical efficiency by **60%**.

BUSINESS ANALYST, LETTRS LLC, NEW YORK – (DEC 2015 - JAN 2017)

- Performed deep-dive data analysis to present business insights & recommendations to cross-functional teams.
- Lead in generating quick users' feedback on new feature Mobile Apps to improve efficiency to track record business metrics and established new users forecast methodology using users requirements, users engagement.
- Identify issues, collaborative with teams to test & resolve to enrich impact on end user open rate by **40%** every month.

HUMAN RESOURCES INTERN, BOMBARDIER TRANSPORTATIONS LTD, INDIA – (SEP 2012 - MAY 2015)

- Focus on employee records, maintain up-to-date employee leaves, decision making using Excel, SAP, SPSS.
- Shared insights & recommendations on HRIS to capture data points, setting up foundation for people analytics.

EDUCATION

CALIFORNIA STATE UNIVERSITY EAST BAY – **MASTER OF SCIENCE IN BUSINESS ANALYTICS** - MAY 2020

MAHARAJA SAYAJIRAO UNIVERSITY, INDIA – **MASTER HUMAN RESOURCES MANAGEMENT** - MAY 2013

MAHARAJA SAYAJIRAO UNIVERSITY, INDIA – **BACHELOR IN COMMERCE (STATISTICS)** - MAY 2011

PROJECTS

DATABASE FOUNDATION FOR UNIVERSITY: [LINK](#)

- Develop physical integrity relational databases table schemas, roadmap loaded fully in complex Data warehouse.
- Attribution redundancies to 3NF & Enhanced entity relationship diagram, execution SQL queries, ERP, ETL.

PREDICTING BEST TECH COMPANY BASED ON EMPLOYEES REVIEWS: [LINK](#)

- Perform end to end structured data gathering requirement, extract data, manipulation, predicting model for Google, Apple, Netflix, Microsoft, Amazon, Facebook to help Business growth strategy accuracy by **87%**.

BUSINESS ANALYSIS STRATEGY DATA ON GLASSDOOR BASED ON JOB SKILLS SETS: [LINK](#)

- Use url to get the APIs to collect data allows to request job detail by skills, pull dataset integrity into JSON format.
- Analyzing visualization large datasets, fetching employee data to gather business insights employee job detail.
- Use Python, Pandas, Numpy, BeautifulSoup, matlab, Scikit-learn, scipy, TensorFlow, Matplotlib, Pycharm, Seaborn.

A MODEL CHATBOT - "VIRA" FOR ALASKA AIRLINES: [LINK](#)

- Chatbot has developed with an intent to help Alaska airlines customers by answering covid-19 related questions.
- Chatbot has tested with random questions, ensure accuracy Analysis, NLTK, tf-idf, cosine similarity, tkinter.

GATEWAY FOR HEALTH MEDICA DISEASE CONTROL AND PREVENTION: [LINK](#)

- Implement Artificial Neural Network **89%**, Decision Tree **87%** models to classify the outcome of disease to help pregnant women grow to early detect diabetes, delivering prototype for diabetes risk prediction business requirement issues modeling.

ONLINE EBAY AUCTION BRAND BUSINESS PERFORMANCE: [LINK](#)

- Analytic to execute strategic Analysis optimization: Linear regression, simulation, queuing models in Excel Solver.

SENTIMENT DATA ANALYSIS LETGO CARS: [LINK](#)

- Scrape data contain listing car sale: Big data Hadoop MapReduce, Quantitative Analysis: KNN, PCA, Naive Bayes.