Vidushika Vij
Business Analyst

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📍 Bay Area, CA

I have recently graduated majoring in Business Administration with a specialization in Business Analytics. I am seeking a full-time position as a Digital Marketing / Business Data Analyst. I am a self-starter, prepared to learn in a fast-paced environment, and a team player with excellent communication skills. I have acquired professional experience as a Business Analyst and Digital Marketing Intern with a certification in Business Analytics from Harvard Business School as well as a professional certification in Google IT support.

Work Experience

Business Analyst Intern
Tredence Inc., CA | June – Aug 2019

Tredence Inc. an Analytics Services and Solutions Company. I worked with one of their large client sites and analyzed retail sales data and developed visual dashboards.

- Experience developing dashboard visualization in Tableau.
- Data analysis with SQL and databases.
- Worked directly with clients to get requirements and managed work streams.

Marketing Research Intern
FlyTxt Inc., CA | May - Aug. 2018

As a Marketing Analyst, I worked in Flytxt's state-of-the-art digital marketing platform and assisted in delivering digital campaigns on various digital platforms.

- Supported marketing and business development activities.
- Used Neon-DX platform for digital campaigns and measured performance.

Recent Projects

Tableau Dashboard

Successfully completed an analytical dashboard on a large retailer online ads spend and cost optimization

Kaggle Data Science competitions

Participated in the Kaggle data science competition for predicting home price using Multiple Regression Analysis using the R programming language to model the problem. I was ranked in the top 20% of the competition.

L'Oreal Marketing Strategies

Successfully completed a project on building online marketing strategies for L'Oreal cosmetics using SWOT analysis, comparative analytics and provided recommendations.

Skills and Certifications

- **2020**: Tableau advanced training and undergraduate semester studies
- Expertise in using Python for Data Analysis
- Knowledge of databases and SQL.
- Good working knowledge of Linux, google cloud and AWS
- **2018-2019**: Introductory programming in R, SAS & Java
- **2019**: Knowledge of SalesForce Workflows and UI design
- **2019:** Introduction to Cloud Computing Amazon AWS
- **2020:** Introduction to Cybersecurity, Cisco
- **2018-2019**: Advanced Excel - Pivots, HLookup, VLookup
- Knowledge of building web sites using HTML, CSS and Hugo framework

Education

BS - Business Administration, Concentration in Business Analytics
San Jose State University, CA
2016 - 2020

Certificate Program in Business Analytics
Harvard Business School Online
2020

Specialization Certificate
Google IT Support
Google @ Coursera.org
2020

Digital Marketing Certificate
Google Ads Search Certification
Completion ID: 56486696
Google @ skillshop
2020

Interests

Travelling, Voice Recording
Music, Active Sportswoman,
Community Service

Work Status

US Citizen,
Born and raised in the San
Francisco, Bay Area, CA

Languages

English,
Hindi,
Spanish