ISHA JAIN

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BUSINESS AND DATA ANALYST

Highly methodical Business and Data Analyst and MS Business Analytics candidate at UCLA Anderson. Over two years of analytics experience in sales and marketing industries, including Fortune 500 and international environments. Findings and recommendations consistently led to multi-million-dollar revenue and acquisition of new large-scale branding projects.

EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT   Los Angeles, CA
Master of Science in Business Analytics (MSBA), Merit scholarship Recipient | **F-1 Stem OPT**   Expected December 2023
- Statistical Foundation, Business Fundamentals, Data Management, Machine Learning for Decision Making, Optimization, Prescriptive Models, Customer Analytics, Competitive Analytics, Operations Analytics

INDIRA GANDHI DELHI TECHNICAL UNIVERSITY FOR WOMEN   Delhi, India
Bachelors of Technology (B. Tech) in Computer Science and Engineering   May 2021
- Database and Information Systems, Data warehousing, Design and Analysis of Algorithms, Artificial Intelligence, Data Structures, Software Engineering, Object Oriented Programming, Statistical and Discrete Mathematics

TECHNICAL SKILLS

Technical Languages: Python (Numpy, Pandas, Matplotlib, Scikit-learn, Statsmodels, Seaborn, PySpark), SQL, R, MATLAB
Analysis & Modeling: Statistical Modeling, Machine Learning, Time Series Analysis, Exploratory Analysis, Optimization
Software: Tableau, Power BI, Salesforce Datorama, Data Studio, Microsoft Business Intelligence, Jupyter, MySQL, Google Analytics

PROFESSIONAL EXPERIENCE

MERKLE, DENTSU INTERNATIONAL   Pune, India
Senior Data Analyst   April 2022 - July 2022
- Collected, transformed, and analyzed media data for Senior Marketing Team and implemented Salesforce Datorama reportingsystem of QA for media campaign analysis, increasing web conversion by 7.5%
- Sanitized data from multiple sources in Salesforce CDP and Datorama data lake using SQL Queries and created an aggregated leads dashboard leading to attainment of the yearly goal of 1M leads in half the time
- Supervised a team of five individuals and executed the client analysis and dashboard requirement and gained new brand and project acquisition worth $20K

Data Analyst   October 2021 – March 2022
- Developed and analyzed email marketing strategy in Salesforce Marketing Cloud, improving email engagements by 8x and email to web conversions in Google Analytics by 2.5x
- Constructed product and sales dashboards in Salesforce Datorama and designed sales metrics, improving product sale and performance
- Collected and analyzed leads data in SQL Server Management Studio and created report in Power BI targeting over 10M leads across 5 platforms

Associate Data Analyst   April 2021 – September 2021
- Designed Datorama dashboard of social media reach and engagement performance across 7 social media platforms, increasing targeted impressions by 33%
- Collected and cleaned customer data from CRM into Treasure Data CDP using SQL queries for data storage, structuring and management of over 120M user records
- Created customer insights dashboard in Tableau for automobile client targeting over 120M users and presented to client's leadership team, increasing customer retention by 30% annually and improving annual revenue by $3.6M

CISCO THINGQBATOR   Delhi, India
Developer Intern   January 2020 – July 2020
- Created a SQL Database for information of over 50+ hospitals, enabling students and faculty better access to information of medical health facilities near campus
- Designed optimization algorithm, generating list of hospitals offering best services at shortest distance with 93.95% accuracy
- Developed medical emergency mobile application using Flutter and Dart programming used by over 40% of students and faculty for availing medical facilities around campus

DATA ANALYTICS PROJECTS & CHALLENGES

Adobe Analytics Challenge 2022: Created reporting analysis in Adobe Customer Journey Analytics platform for Hilton Hotels to track the customer journey, mainly reservations, by demographics for facilitating business decisions for increasing customer engagement