AMISHA GADHIA
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LinkedIn | Portfolio

Qualification Summary

A business data analyst grad skilled in R, Python, SQL, and Microsoft Office, with expertise in Excel and PowerPoint. Proficient in management analytics, marketing analytics, analyzing patterns and delivering meaningful insights. Possesses strong communicational, problem-solving, and teamwork abilities. Eager to apply skills in an internship opportunity within the field.

Education

Mercer University   **Atlanta, GA**
Master of Science in Business Analytics   December 2024
- Data cleaning and processing, handling outliers and missing values, scaling the data. Selecting the best fit regression models using stepwise, forward, or backward regression model process.
- Checking multi-collinearity among the variables, dropping the variables as and when required. Built multiple linear regression models, logistic models, and predictive analysis models.
- Tested the models with hypothesis test and reported the interpretations using Tableau, Excel Dashboards, Power BI, SQL for data pre-processing

Saurashtra University   **Gujarat, India**
Bachelor of Science in Information Technology   August 2021
- HTML, CSS, JavaScript, SQL, Tableau, Excel and much more that enabled me to be a proficient web developer and data analyst with exceptional organizational and communicational skills.

Professional Experience

Business Analyst Intern   July 2024 – Currently Working
Maytronics Inc, USA – Georgia, USA
- Evaluated current needs of the business with large data, implemented Power BI and new format of reporting in excel to get meaningful insights in order to manage inventory levels of more of 20,000 SKUs, increased the accuracy of projected sales and trends in the coming months.
- Analyzed the reason behind less frequent buyers, provided the cost of repairing the products (loss of profit margin), analyzed and built a model where selling refurbished items to some extend could be more profitable and giving discounts to encourage customers with repair requests could drive more sales and more frequent buyers by almost 48% using R, excel and Power BI. (on-going project).
- Built dashboards for demand planning team, sales team and warehouse team to ensure the inventory levels for forecasted sales with almost 95% accuracy using R, excel and Power BI. (on-going project).
- Pulled data from seller cloud, evaluated buy box pricing and analyzed the pricing point for Amazon Retail Sales and increased profit margin by 0.75% (still evaluating for the better approach)

Website Developer & Database developer   December 2021 – March 2023
Upwork – Rajkot, India
- Developed various websites depending upon the cliental requirements using HTML, CSS, JavaScript, WordPress, and Shopify.
- Built database for an e-commerce website from scratch.
- Analyzed the patterns from the dataset and derived actionable insights.
- Implemented google ads and social media ads to drive online sales.
- Generated and increased online sales by 30% over the period of 6 months.

Volunteer Experience

Team Lead
Aga Khan Education Board for India – Gujarat, India.   March 2018 – March 2019
• Led the team of 6 members to conduct educational sessions for all age groups in the community.
• With the help of enthusiastic team members, all the sessions were very successful according to the standard metrics and guidelines.
• Additionally, with the attendance of 78% from the community, we were able to impart knowledge to the most targeted audience.
• Volunteered 10 hours each week

Team Lead
Aga Khan Youth and Sports Board for India – Telangana, India.   March 2019 – March 2020
• Worked as a member of the youth and sports team assisting with organizing, conducting, and planning more than 24 sports events/classes in 12 months.
• With 85% success in almost all the events/classes, the kids of the community were overjoyed with those sessions.
• Volunteered 20 hours each week

Research Projects

House Valuation Analysis and Prediction
• Trained multiple linear regression model to estimate the house values and various factors affecting the valuation.
• With correlation matrix and hypothesis testing along with the regression model.
• Pointed out various facts to consider while buying the house without paying more than needed.

Facebook Ads Analysis and Prediction
• Studied and wrote a research paper on Facebook advertising data analysis.
• Trained multiple linear regression models to predict the ad budget in such a way that it maximizes the revenue from advertising.
• Additionally, hypothesis test was also conducted to check whether the variables jointly have an association with the outcome variable.
• During the research, multi-collinearity test was conducted along with Breusch-Pagan test and white's test to detect the presence of heteroskedasticity in the regression model.
• With correlation matrix and hypothesis testing along with the regression model.

Data Analysis and Prediction of Superstore sales (2013-2018)
• Created Data Visualization report using Tableau of the sales and profit data from the year 2013 to 2018.
• Showed correlation between discounts and profit.
• Analyzed the data and concluded with some patterns in the data.
• Predicted the sales for the two years based on the given data with 98% accuracy.

Predicting the Reservations/Cancellations at Hotel/Resort
• Analyzed data of the hotel containing over 110,000 observations and 32 variables.
• Conducted Exploratory Data Analysis (EDA), dimension reduction, PCA to handle multi-collinearity in the dataset.
• Predicted the reservations, after balancing and pre-processing the dataset, predicted the reservations using Logistic regression and interpreted the results.
• After the research, we concluded and recommended hotel that by fulfilling the special requests of the guests and decreasing the time between the booking and check-in date, leads to more reservations and less cancellations by almost 96%.

Trainings and Certifications
- Google – Fundamentals of Digital Marketing
- Udemy – Python(100 Days of Coding), Google Ads, Full Stack Web Development.
- NorthStorm Academy – Digital Marketing

Technical Expertise

1. Programming Languages: R, SQL, Python (Pandas, Numby, Sklearn, Matplotlib, Seaborn)

2. Database: MySQL, MS Access, Microsoft SQL Server, Postgres SQL, NoSQL

3. Data Analysis: Hypothesis testing, Data Processing, Machine learning, Statistical & Predictive Analysis, Regression Analysis, Clustering, Logistic Regression Analysis, Time Series Forecasting, BP Test, White's Test, Classification Tree, Poisson Regression, Log Transformation.

4. Tools: RStudio, Tableau, Power BI, Google Analytics, Microsoft Excel, Microsoft PowerPoint, MySQL, VS Code