# Sanskriti Kansal

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623-276-5140

Tempe, Arizona (Open to relocate)

## SKILLS

- **Certifications**: Passed Chartered Financial Analyst **(CFA)** Level III (May 2022), Alteryx Designer Core Certification
- **Database Management and Query Languages**: MySQL, Amazon Redshift, PostgreSQL, MS SQL, SSMS, MongoDB
- **Languages**: Python (Pandas, NumPy, SciPy, Scikit-Learn, Matplotlib, TensorFlow, PyTorch), SAS, R, MATLAB, VBA
- **Tools**: Tableau, Power BI, Jupyter, Alteryx, Git, DBeaver, Advanced Excel (Pivot Tables, Xlookup, Macros)
- **Additional Skills**: Agile, Data Analysis, ETL, Stakeholder & Project management, Exploratory Data Analysis, Quality Assurance, Jira, Confluence, Visio, PowerApps, ERP, Financial Modelling, Lean Six Sigma, Descriptive & Inferential statistics

## WORK EXPERIENCE

**Actionable Analytics at Arizona State University** - Data Analyst      September 2023 - Present
*Arizona, U.S.A*

- Developed ETL pipelines utilizing SQL and **Alteryx** to manage large datasets from diverse sources, including Amazon Redshift and Google Sheets, into a PostgreSQL data warehouse to analyze predictors influencing retention rates.
- Implemented machine learning models (XGBoost) using Python to analyze datasets that identified at-risk students with **85% accuracy**, facilitating targeted campaigns and improving **student retention rates by 20%**.
- Utilized SQL and **Tableau** to create dashboards through visual storytelling, supporting evaluation for University College.

**Praxis Global Alliance Private Limited** - Business Analyst      September 2021 - February 2023
*Bengaluru, India*

- Designed and led development of project delivery model creating an analytics tool using **Power BI** and Power automate optimizing turnaround time by **35%** while improving transparency for stakeholders across cross-functional teams.
- Spearheaded execution of **100+** complex **SQL queries**, employing **PostgreSQL** and ML algorithms **(random forests and neural networks)** to boost short video app user engagement, achieving a 15% increase in retention.
- Benchmarked and analyzed 250 KPIs related to business and operational efficiency of logistics companies using **Tableau** data visualization dashboards helping stakeholders reduce cost by 10% and improve efficiency by **40%**.
- Combined **Google Analytics** & SEO strategies to analyze user behavior & website traffic, identifying key insights that informed a targeted go-to-market strategy for a mattress company, leading to a **20%** market share gain.

## PROJECTS

**Overruling**      January 2024

- Refactored Perl scripts into Python, optimizing for readability and performance, analyzing 75,000+ citations
- Leveraged advanced statistical modeling to visualize and analyze over 200 years of judicial records across 50 states, identifying key trends, patterns, and seasonalities in judicial decision-making and activism.

**Gym-Vision** (link)      September 2023

- Developed a computer vision prototype using YOLO v8 to monitor equipment usage in real-time, improving resource optimization and user experience at the University's Fitness Complex.
- Implemented a system that analyzes gym activity patterns, providing insights into peak hours and equipment availability, reducing wait times for students through advanced data analytics

**ReviewRover** (link)      August 2023

- Analyzed 6.99 million reviews for 150,000 businesses using BERT for topic modeling and sentiment analysis in Python.
- Distilled customer feedback to identify key reasons behind restaurant closures, facilitating data-driven improvements in customer engagement strategies through comprehensive business intelligence.

**Brewtiful Insights** (link)      February 2023

- Conducted coffee chain analysis for the USA market using Tableau, identifying sales distribution, profit trends, state performance, budget vs. actual sales, COGS distribution, and inventory insights to enhance revenue strategies.

## EDUCATION

**W.P. Carey School of Business at Arizona State University (ASU), Tempe**      Arizona, U.S.A
*Master of Science in Business Analytics (GPA 4.0/4.0)*      *August 2023 - Present*

**Lady Shri Ram College for Women, University of Delhi**      Delhi, India
*Bachelor of Arts in Economics (GPA 3.9/4.0)*      *July 2018 - May 2021*