

ARSHI GOYAL

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SUMMARY

Results-driven professional with experience in quantitative analysis, data mining and data visualization. Strong organizational, technical and interpersonal skills.

EDUCATION

Master of Science, Information Technology and Analytics *Jan 2019 - Jan 2020*
Rutgers University **GPA: 3.7**
Bachelor of Engineering, Biotechnology *Aug 2011 - Jun 2015*
Thapar University **GPA: 3.6**

SKILLS

Programming and other platforms: R, Python, SQL, Tableau, HTML, AWS Redshift, Google Cloud, D3, Power BI, Salesforce (Einstein) Analytics

Statistics & Machine Learning: ANOVA, ANCOVA, Hypothesis testing, Linear Regression, Logistic Regression, Gradient Boosting Machine, Random Forest, Generalized Linear Model, Clustering

EXPERIENCE

Senior Associate Consultant (Data Science), Axtria Inc *Feb 2020 - Present*

- Built Data Mart to facilitate reporting and design sales field reports to measure sales performance at geography level for a major pharmaceutical company.
- Partnered with clients marketing team to identify business problems; delivered insights & recommendations by interpreting data and performed quantitative analysis to help them make tactical decisions.
- Applied machine learning algorithms and predictive modelling to identify high-risk areas, unidentified issues and areas for overall improvements in business operations.
- Built interactive dashboards to track trends of weekly project status metrics and KPIs which increased collaboration between various business units of the client.

Associate Consultant (Data Science), Axtria Inc *Apr 2017 - Dec 2018*

- Spearheaded a team of three to create a data warehouse in Amazon Redshift using ETL procedures which integrated multiple data sources to improve the reliability of reports for different stakeholders.
- Implemented complete auditing, error logging and error handling to ensure quality and end-to-end testing of the data.
- Performed Test/Control Analyses for multiple promotional channels such as calls, email, sample drop to measure their impact on sales; automated the process to reduce turnaround time by 50%.
- Extracted, cleansed and manipulated data using SQL for ROI analysis process and built a dashboard in PowerBI to help stakeholders track its performance metrics.

Data Analyst, Axtria Inc *Jul 2016 - Mar 2017*

- Generated customer behavioral insights by analyzing physician prescription data using complex SQL queries to identify patterns and trends leading to customer churn.
- Collaborated with the sales & marketing team of a large US based pharmaceutical company to assist them with email campaigns by segmenting customers using K-means clustering technique in R.
- Developed Incentive Compensation (IC) models to determine payout for 600+ Sales rep in oncology and cardiovascular therapeutic areas for 4 prescription pharma brands.

Associate Software Engineer, Accenture Services *Aug 2015 - Jun 2016*

- Performed data cleansing on financial data which captured the cross-currency transactions.
- Developed interactive dashboards in Tableau to monitor claims life, customer response, cost assessment by defining metrics and building clear and concise visualizations.
- Identified reasons for increasing claims cost using text mining techniques and built an ensemble model to predict customers likely to file a water damage claim.

PROJECTS

Sales Analytics for New Jersey Lottery (Capstone Project)

- Extracted and transformed data from various databases by aggregating, joining multiple datasets using SQL and created analytical datasets
- Quantified the sales impact of new vending machines and jackpot signs by performing pre-post and time series analysis
- Segmented store locations using K-means and recommended ideal locations for installation of new vending machines