

PROFILE SUMMARY

Business Information Systems graduate-in-training with a strong focus on solving real-world problems through system design, data infrastructure, and decision support technologies. Skilled at dissecting operational challenges and translating them into scalable digital solutions—ranging from predictive healthcare models to hybrid relational-NoSQL architectures. Academic and project-based work spans system analysis, database modeling, enterprise analytics, and DSS implementation. Proficient in tools such as Oracle SQL, MongoDB, Power BI, Python, and Stella Architect. Experienced in applying system thinking across domains including transport, insurance, supply chain, and public health. Specialized in connecting the dots between fragmented processes, building clarity through visualization, and enabling better decision-making through structured design. Now seeking roles where digital transformation, data-backed systems, and information flow optimization sit at the core of impact.

TECHNICAL SKILLS

- **Data Analysis & Visualization:** Power BI, Tableau, Excel (Advanced), R
- **Programming & Scripting:** Python, R
- **Databases:** Oracle SQL, MongoDB, SQL
- **Project & Workflow Management:** Jira, Trello, Microsoft Project
- **Tools & Platforms:** Microsoft Office Suite, Azure Machine Learning
- **Modeling & Diagrams:** Lucidchart, UML Diagrams
- **Methodologies:** Agile, Waterfall

WORK EXPERIENCE

BUSINESS ASSOCIATE | BIZBUCKS

MAY 2023 – NOV 2023

- Led cross-functional requirement gathering with real estate and education clients to identify business objectives and design data-backed performance solutions
- Designed dynamic performance dashboards using Excel and Google Data Studio to monitor cost per lead, conversion trends, and channel-wise ROI
- Devised segmentation models using demographic and behavioral variables, improving ad targeting precision and **boosting qualified lead rates by 38%**
- Initiated a lead tracking system integrated with CRM inputs, enabling automated pipeline visibility and **reducing manual reporting time by 50%**
- Ran A/B testing experiments on landing pages and content layouts; implemented top-performing variants, leading to **19% reduction in bounce rates**
- Analyzed keyword funnels and user flow data to identify critical drop-off points; insights led to a **51% growth in organic traffic** within two months
- Built campaign performance reviews and presented strategic recommendations to clients, contributing to over **1600+ qualified leads/month across 7 projects**

BUSINESS STRATEGY INTERN | RENAISSANCE EDUCARE

DEC 2021 – MAR 2022

- Devised a centralized lead tracking spreadsheet that **improved enquiry-to-enrolment conversions by 12%** by enabling clearer visibility of marketing ROI across four centres.
- Conducted competitor benchmarking and pricing strategy analysis, contributing to a **5% hike in course revenue** through realigned promotional offers.
- Revamped the local digital outreach plan by mapping student personas to platform engagement, resulting in a **22% surge in inbound inquiries from social media**.
- Introduced a feedback loop for counsellors using simple survey automation, **reducing student dropout queries by 18%** in the January–March quarter.
- Coordinated with the IT associate to streamline CRM data entries—**cut manual duplication by 30%** and ensured real-time access to applicant data for decision-making.

EDUCATION

Master of Business Information Systems

Feb 2024 to Dec 2025

Monash University, Clayton campus, Melbourne, Australia

Relevant Coursework: Business Intelligence and Data Warehousing, Systems Analysis and Design, Enterprise Systems, Business Process Management, Information and Knowledge Management, Project Management, Data Analytics for Business, Decision Support Systems

Bachelor of Business Administration (BBA)

Sept 2020 to April 2023

Symbiosis Centre for Management Studies, Pune, India

Relevant Coursework: Business Statistics, Strategic Management, Principles of Marketing, Financial Accounting, Organizational Behaviour, Digital Business Strategy, Consumer Behaviour, Research Methodology

Exchange Semester: Hochschule Bremen – University of Applied Sciences, Germany

Apr 2022 – Sep 2022

Focus: International Business Studies

PROJECTS

Interpretable Heart Disease Risk Prediction Using R (2025)

- Developed **predictive models using logistic regression and decision trees** in R to assess heart disease risk with an emphasis on interpretability for clinical use.
- Applied SHAP values and partial dependence plots to explain model decisions, increasing transparency and practitioner trust.
- Evaluated ethical implications and bias risks, recommending safe deployment practices to ensure responsible AI use.

Data Analytics for Financial Fraud Detection (2025)

- Created a fraud detection framework using Python and Power BI to analyze large transactional datasets for anomaly detection.
- **Reduced false positives by 18%** through iterative feature engineering and model tuning.
- Delivered a visual dashboard enabling real-time fraud alerts and actionable insights for decision-makers.

Supply Chain Optimization using Decision Support Systems (2025)

- Built a simulation-based DSS model in Excel and Python to optimize inventory levels and distribution routes.
- **Achieved 12% projected cost savings** by identifying bottlenecks and recommending demand-driven replenishment.
- Presented scenario-based outcomes to stakeholders, enabling data-driven decision-making for supply chain managers.

Enterprise Analytics Strategy for Unilever PLC (2024)

- Designed an **enterprise-wide analytics roadmap** using the DELTA+ framework, addressing data maturity and adoption gaps.
- Recommended Azure ML and Power BI integration to democratize analytics access across departments.
- Proposed change management initiatives to boost analytics adoption and cross-functional data literacy.

MyCareConnect – Mobile App for Elderly Care Coordination (2024)

- Conducted user research and stakeholder interviews to define app requirements and care process workflows.
- Created UML diagrams and wireframes in Lucidchart, improving requirement clarity and developer handoff efficiency.
- Collaborated in Agile sprints, incorporating feedback to **reduce prototype revision cycles by 30%**.

Olympic Games Transportation System – Paris Arrow Transit (2024)

- Designed a hybrid relational–NoSQL database model using Oracle SQL and MongoDB to manage passenger data in real time.
- Developed optimized queries for peak traffic scenarios, improving system performance in simulations.
- Led requirements gathering for a team of 4, resulting in **98% accuracy** during system testing.

CERTIFICATIONS

Data Analytics & Visualization

- Harnessing the Power of Data with Power BI – Microsoft, Coursera (Jul 2025)
- Data Visualization Using Tableau & Storytelling – University of Pennsylvania, Coursera (Jul 2025)
- BCG – Data Science Job Simulation – Forage (Jul 2025)

Data Science & Statistics

- Statistical Thinking for Data Science and Analytics – ColumbiaX, edX (Oct 2021)

Business & IT Strategy

- Introduction to Corporate IT Strategy and Business Frameworks – Global Text Project, Alison (Nov 2020)

ACADEMIC ACHIEVEMENT

Exchange Semester – International Business Studies | Hochschule Bremen, School of International Business, Germany (Apr 2022 – Sep 2022)

- Got selected for a competitive exchange program following high Distinction results in multiple subjects, showcasing exceptional academic performance and adaptability in a global learning environment.

VOLUNTEERING

Monash Student Association (MSA), Monash University || Volunteer, Events & Student Engagement

Feb 2025

- Coordinated logistics for **5+ campus events, engaging 300+ students** and fostering community participation.
- Streamlined registration and on-site processes, improving attendee experience and **reducing wait times by 20%**.
- Collaborated with diverse student leaders to deliver initiatives promoting inclusivity and wellbeing.
- Enhanced teamwork, cross-cultural communication, and stakeholder management skills through active engagement in a multicultural environment.