Ishan Desai

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SUMMARY
Sedulous and self-motivated individual with more than a year's experience in IT and business consulting, seeking a Business Analyst position. Skilled in end-to-end data workflow management, analysis, data visualisation, eliciting client's requirements, evaluating business processes, building and maintaining client relationships. Effective team leader and team collaborator

WORK EXPERIENCE
Business Development Executive, Creative Acquisitions, Hoboken, NJ   June 2020 - August 2020
• Collaborated with clients and developed relationships to facilitate business opportunities
• Conducted research on market conditions, consumer sentiment and product sales in national areas
• Researched, built and devised marketing strategies exploring growth in new marketing partners
• Gathered and analysed campaign data to improve campaign efficiency
• Recruited and trained new interns that will lead a campaign-specific customer acquisition project

BI Analyst, Atos SE, Pune, India   July 2017-October 2018
• Troubleshooted failed workflows and identified it's root cause as a part of a 6 member team
• Operated on Informatica PowerCenter 10 and Oracle Databases for root cause analysis of underlying problem, decision making and executing solution along with navigating through complex datasets
• Coordinated with Project Manager in developing and managing end-to-end data workflows
• Supervised claims for clients and dealers utilising data querying methods (SQL) on Oracle Databases
• Created ad-hoc analysis reports for management, utilising data metrics to identify business insights

EDUCATION
Stevens Institute of Technology, Hoboken, NJ   December 2020
Masters of Science in Management Information Systems   Current GPA : 3.67
• Coursework : Data Analytics & Machine Learning, Integrating IS Technologies, Marketing Analytics, Project Management, Financial Decision Making, Fundamentals of Financial Data Science
• Graduate Student Assistant at University Library from October 2019-Present
• Elected as Social Chairperson, Indian Graduate Student Association (IGSA) - Fall 2019
• Volunteered as Graduate Peer Mentor for new incoming students on campus - Spring 2020

Ramrao Adik Institute of Technology, Navi Mumbai, India   May 2017
Bachelor of Engineering in Computer Science

TECHNICAL SKILLS AND CERTIFICATIONS
• Working knowledge of SQL on Oracle Databases. Experienced in R, Python and SAS
• Proficient in MS Word, MS Excel and MS Powerpoint, familiar with Data Forecasting using MS Excel and business process modelling. Familiar with tools like Balsamiq, Tableau, PowerBI, Spotfire, JIRA
• Certified in Tableau 10 Essential Training (LinkedIn Learning), Certified in Informatica PowerCenter10. Certified in Google Analytics from Google Analytics Academy
• Oracle Certifications: Fundamentals of SQL and Java SE7 Programmer

ACADEMIC PROJECTS
Islamic State of Iraq and Syria(ISIS) Social Network Analysis   May 2020
• Established major pro-ISIS players in the Twitter network by Social Network Cluster Analysis
• Plotted network diagram of 40 Top usernames to measure communication among them
• Performed Keyword Analysis on keywords derived from dataset to find out most commonly used words by ISIS fanboys in their tweets
• Incorporated Matplotlib and NetworkX graph libraries in Python to scheme graphs and network diagram

Car Insurance Sales Call Outcome prediction   October 2019
• Performed data cleaning on raw data as a part of pre-processing stage in RStudio
• Converted continuous variables to categorical variables as a part of data transformation. Established key insights after finding relations among variables using R.
• Split data into train/test datasets and plotted decision trees for data modelling. Achieved 86% accuracy