

Aditi Chand

P: (945) 216-8596

[LinkedIn](#)

E: aditichand98@gmail.com

Data Analysis | Data Warehousing | Regression Analysis | Data integration | Data Mapping | Business Analysis | Requirements Management | Project Management | Business Process Modeling | Troubleshooting

Business Analyst/ Data/BI Analyst/ Market Analyst

Education:

- **The University of Texas at Dallas, Richardson, TX:** Masters of Science in Business Analytics | GPA: 3.75 **May 2023**
- **Purdue University, West Lafayette, IN:** Bachelor of Science in Marketing | Minor: Data Analytics | GPA: 3.72 **May 2020**

Certifications:

- Google Analytics (July 2022) | Salesforce Administrator (May 2023)

Technical Skills:

- **Programming Language:** R, Python, SAS Base, SQL, Power BI/Tableau
- **Data & Project Management Tools:** Tableau Prep, GitHub, Share Point, SharePoint
- **Business Skills:** Google Office Suite, MS Office Suite (Excel, Word, PowerPoint), Supervised and Unsupervised Machine Learning algorithms, Time Series Analysis, Data Extraction, Data Analytics, Data Visualization, Data Mining
- **Technologies:** Functional programming, Business Intelligence, Process Improvement, Business Objects, Requirements Gathering
- **Interpersonal Skills:** Strong ChatGPT User, Excellent Verbal, Written, and Quantitative Skills, Time Management and Prioritization Abilities, Effective Presentation, Team Player, Leadership, and Negotiation Skills

Work Experience

Sales and Marketing Associate (Intern)

July 2021 – Dec 2021

Radisson Blu, India

- Forecasted monthly budgets in Excel using historical data, utilizing strategic pricing to surpass forecasts by 40%.
- Developed and maintained strong relationships with key hotel clients, resulting in a 30% increase in customer retention.
- Conducted market research & analysis to identify new service opportunities and launched a new service that increased revenue by 25%.

Marketing Operations Intern

May 2019 – July 2019

Radisson Hotel Group, India

- Analyzed competitors and conduct research on target markets to create brand messaging that resonates with the customer base.
- Implemented standardized templates, resulting in a 40% reduction in report preparation time and improved accuracy and efficiency.
- Developed and executed strategies to increase digital reach based on analysis of industry trends and competitor practices, resulting in a 10% increase in website traffic and engagement.

Business Analyst (Intern)

May 2018 – June 2018

The Coca-Cola Company, India

- Delivered key insights to senior leaders by maintaining interactive dashboards, leading to informed decision-making.
- Designed and implemented incentive plans, resulting in a 10% increase in employee efficiency and sales performance metrics.
- Collaborated with vendors and sales personnel to identify and address issues in distribution channels, resulting in a 10% monthly increase in sales through the initiation of credit schemes.

Academic Projects and Extracurricular

It's Going To Be Okay Non-Profit, UTD | Salesforce, MS Excel

March 2023

- Constructed and deployed Salesforce solutions that automated report generation and stakeholder communication.
- Optimized the client's CRM System and streamlined vital business processes by collaborating with cross-functional teams of engineers, designers, and company executives, resulting in a 25% increase in outreach for the organization.

Healthcare Analytics, Analytics Practicum, UTD | Tableau, R, MS Excel, Python

Aug 2022 – Dec 2022

- Conducted in-depth analysis of census tract data sets to identify factors contributing to poor health outcomes in Texas
- Identified strategies for improving health conditions through analysis of Tableau visualizations and R algorithms.

Stock Portfolio Creation, Business Analytics with R, UTD | MS Excel, R, SQL

Jan 2022 - May 2022

- Utilized advanced data preprocessing and clustering analysis techniques to create and compare portfolio performance
- Managed a team of 6 and analyzed 10 years of S&P 500 stock data, creating a portfolio that outperformed the index by 12%

Slalom's Salesforce Case Competition, UTD | Salesforce, MS Excel

April 2022

- Led a team of 5 in developing customer-centric technical solutions and providing ongoing support throughout product development.
- Formulated project schedules and tracked progress against established plans to meet product requirements and development schedules, ensuring on-time delivery of critical deliverables and a quality product, placing 3rd out of 50 teams.