

Austin Abraham

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Education

University of Miami – MS in **Business Analytics**
University of Mumbai – BS in **Computer Science**

Miami, FL
Mumbai, India

Graduated: May 2025
Graduated: May 2022

Experience

Business Analyst – Monimo LLP Pune, India Jan 2022 – Aug 2024

- Built automated campaign performance dashboards using SQL, Power BI, and Salesforce to track CAC, LTV, and conversion across BFSI clients like LIC Mutual Fund and SBI General Insurance
- Designed attribution models (first-touch, time-decay) using SAP and HubSpot to identify high-value customer journeys and improve ROI tracking accuracy.
- Analyzed behavioral and CRM data from Mixpanel, Google Analytics, and Salesforce to identify funnel drop-offs and customer patterns, improving app engagement by 30% and lead conversion by 18%.
- Conducted segmentation analysis for insurance clients, generating persona-level insights that shaped retention strategy.
- Automated reporting pipelines using Python, PostgreSQL, and EC2 (cron/Airflow), cutting manual workload by 70%.
- Partnered cross-functionally with product, SDR, design, and QA teams to define KPIs and align business logic with backend APIs.
- Built logic to detect production data drift across 15 checkpoints, saving 2 days of QA per month.

Data Engineer Intern – Monimo LLP Pune, India Sep 2021 – Jan 2022

- Built Python and PySpark ETL pipelines to aggregate campaign and CRM data from Facebook and Google APIs into PostgreSQL.
- Migrated marketing reporting logic into PostgreSQL, improving query performance by 35% and enabling faster dashboard refreshes.
- Designed and deployed data validation tests to ensure quality across financial datasets for BFSI clients.
- Integrated marketing and policy performance data across platforms to enable consistent, cross-channel campaign analysis.

Frontend Developer Intern – Aatmil IoT Vending (Capsicum Group) Nashik, India Aug 2020 – Dec 2020.

- Tested responsive React.js dashboards to monitor real-time telemetry from dairy vending machines (refill levels, uptime, error logs).
- Optimized UI performance and mobile accessibility for low-bandwidth regions, reducing onboarding and support requests by 50%.
- Implemented design feedback from field users to enhance usability and double dashboard adoption across partner locations.

Projects

NBA player Outcome Predictor - Python, Pandas, SportsReference API, pyspark

- Analyzed NBA player performance across matchups using stats like PPG, FG%, and turnovers. Pulled data via the SportsReference API and explored trends in player efficiency vs. different teams. Especially with role players to try and find a new metric to measure impact.

Real Estate Pricing Tracker For [North Development, miami](#) - SQL, market analysis, data modeling.

- Built a SQL-based system to infer competitor unit sales, detect pricing anomalies, and benchmark trends across active listings across Miami. Created pricing logic from fragmented public data (permits, listings, developer releases) to support strategic decisions

Student Council Engagement Platform - React.js, Firebase, UX Research, Agile Development

- Led 8-month React + Firebase app to boost student engagement during COVID. Conducted user interviews, built UI flows, and deployed a real-time communication dashboard and delivered a responsive web platform adopted by DBIT student council

Mushroom Edibility Classifier - Python, Scikit-learn, Classification Modeling

- Built supervised models (Logistic Regression, SVM, Random Forest) to classify mushrooms as edible or poisonous, achieving over 95% accuracy. Applied ROC curve and k-fold cross-validation to validate performance.

Technical Skills

Languages/Querying: Python, R, SQL, PySpark, JavaScript, HTML/CSS, Shell, XML, JSON, hadoop, databricks
Data/Cloud/Engineering: Airflow, dbt, ETL, Data Validation, PostgreSQL, MySQL, MongoDB, Snowflake, AWS (EC2, S3, Glue, Redshift, Lambda), GCP (BigQuery), Firebase, REST APIs, streamlit, pytest, zero inflated models, hotjar, google cloud
Analytics/ML: A/B Testing, ARIMA/SARIMA, Attribution Models, Regression, Classification, Clustering, XGBoost, SVM, RF, Neural Nets (ANN, CNN, RNN, LSTM, GRU), Transformers, PyTorch
Tools & Platforms: Scikit-learn, TensorFlow, Power BI, Tableau, Looker, GA4, Salesforce, HubSpot, Segment, Docker, Git, CI/CD, React.js, Agile, JIRA

Certifications

- Six Sigma** Green Belt – University of Miami
- Google Data Analytics Professional Certificate – Coursera (In Progress)
- DataCamp (**100K+ XP**): SQL, Power BI, Prompt Engineering, Responsible AI.

Extra-Curriculars

- Treasurer, Student Council – DBIT (2018) | Head of Sports, DBIT College (2019 & 2022)
- Founder, Streetballerscommunity – Grew this sports content page to 50K+ followers
- Athlete, University of Miami – Wrestling, jiu-jitsu | Member – Chess & Volleyball
- Volunteer, Goodfellows Senior Care Initiative – Companionship support for elderly