# KRITI SAXENA

Seattle, WA | + 1 (805) -305-1257 | kritiisaxena2@gmail.com | https://www.linkedin.com/in/kr467/ | Portfolio

## SKILLS

- **Programming:** Python, R, Database Systems (SQL, NoSQL), Cloud System (Certified Amazon Web Services Practitioner)
- **Tools:** Tableau, Microsoft Power BI, Amazon QuickSight, MongoDB, MYSQL, Amazon Redshift, JIRA
- **Analytics:** Metrics & Conversion Analysis, Statistical Methods, Predictive Analytics, Optimization, Machine Learning (Regression Analysis, Cluster Analysis)
- **Reporting:** Agile Methodologies, Ad-Hoc BI Reports, Tableau & Excel Dashboards

## WORK EXPERIENCE

**Business Data Analyst Consultant,** AT&T                                    April 2023 – June 2023 | **San Luis Obispo, CA**

Skills: Python, Tableau, SQL, Excel, Data Warehousing, Project Management, Machine Learning, Statistical Modeling

- Increased data retrieval using SQL and computing efficiency by 30% by leading a cross-functional Scrum team to streamline documentation and deliver cost-efficient data warehousing solutions using AWS (EC2, S3, and Redshift).

- Enhanced customer retention for over 10,000 users by analyzing user behavior, conducting trend analysis using a machine learning model (K-Means Clustering), and performing statistical data analysis (t-tests) in Python (NumPy, Pandas, scikit-learn).

- Boosted operational efficiency by 10% by automating the Tableau overview dashboard for 20+ users to monitor the impact of initiatives using key metrics. Effectively communicated strategic insights, influencing stakeholder decision-making.

**Business Analyst Consultant**, Salesforce                                    January 2023 – March 2023 | **San Luis Obispo, CA**

Skills: SQL, R, Python, Tableau, Excel, Automation, Data Pipelines, Project Management

- Reduced data collection time by 50% automating ETL data pipelines using REST APIs and Python (NumPy, Pandas, and Boto3) and documenting data requirements.

- Optimized average travel time by 20% and cost by 30% for 7000+ employees by managing a team to lead the development of an end-to-end custom optimization algorithm using Dijkstra's algorithm and Agile methodologies, including Scrum.

- Attained a 50% reduction in administrative planning process time by facilitating process improvement through a R Shiny dashboard. Communicated the business impact and algorithm's functioning through Tableau dashboards, reports, and presentation decks.

**Sales Analyst**, Kasstech Aerospace Pvt. Ltd.                                    June 2021 – August 2021| **Gurgaon, India**

Skills: Excel (VBA, Pivot Tables, Dashboard, Power Query), Business Insights, Sales Analytics, Ad-Hoc, Marketing Analytics

- Improved sales team efficiency by 40% by collaborating with leadership and presenting a comprehensive Excel dashboard of sales analytics with scalable metrics and a sales pipeline analysis.

- Drove the conversion rate by 10%, identified product opportunities, and generated sales of over $1 million by performing market research, segmenting leads, and developing B2B go-to-market strategies.

- Spearheaded ongoing business performance analysis, delivering recurring ad-hoc requests on time and within budget to meet immediate business needs through Excel reports and dashboards, enhancing overall operational effectiveness and decision-making.

## EDUCATION

**California Polytechnic State University**                                    **San Luis Obispo, CA**
Master of Science Business Analytics                                    June 2023

**Symbiosis International University**                                    **Pune, India**
Bachelor of Science (Hons.) in Economics

## CERTIFICATION

- AWS Certified Cloud Practitioner, Amazon Web Services Training and Certification – October 2023

## ANALYTICS AND RESEARCH PROJECTS

**Impact of the Pandemic on Women's Health**                                    February 2021 – January 2023

Skills: Experimentation Framework, Exploratory Analysis, Causal Inference, Statistical Analysis (Regression, ANOVA)

- Developed a comprehensive research plan by reviewing over 50 research papers to understand the industry, policies, and formulate an end-to-end experimentation design with specific research questions for further analysis, considering the scope of the research.
- Led exploratory and statistical data analysis, including factorial analysis and Wilcoxon signed-rank test to extract insights from complex large datasets and answer research questions.
- Oversaw the analysis by constructing end-to-end hypotheses, conducting regression testing, and visualizing data using SPSS, Excel, and Tableau to inform policy recommendations for stakeholders.

## LEADERSHIP AND VOLUNTEERING EXPERIENCE

- Vice President of Strategy, MSBA Student Advisory Board, California Polytechnic State University.
- President, UNF Girl Up, Local Student Chapter, Symbiosis International University.