MITALI MARU

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EDUCATION

Simon Business School, University of Rochester   **Rochester, NY**
Master of Science in Business Analytics (A STEM-Certified Program) | GPA: 3.6/4   **Dec 2024**
- Relevant Coursework: Core Statistics Using R, Predictive & Causal Analytics in R, Data Warehousing & Visualization using SQL and Tableau, Prescriptive Analytics with Python, Python Analytics for R Programmers, Advanced Pricing, AI & Business
- MS Rep for Relations & Outreach in Simon Pricing Club, Simon Women in Business, Consultant at Simon Vision Consulting

Sarla Anil Modi School of Economics, Narsee Monjee Institute of Management Studies   **Mumbai, India**
B.Sc Economics (Major in Business) | GPA: 3.61/4   **May 2023**
- Relevant Coursework: Intermediate Mathematical Economics and Statistics, Econometrics, Game Theory, Financial Modeling
- Developed proficiency in Advanced Excel, SPSS, R, Applied Econometrics, Time Series Analytics, and ARMA Modeling

SKILLS & CERTIFICATIONS

- **Certifications**: Certifed Tableau Desktop Specialist by Tableau, R Basics & R Visualization from Harvard, Business Analytics with Excel: Elementary to Advance, Power BI - Beginner to Advance, Python Development Course, SQL for Data Science, Business Intelligence Essentials by IBM, Data Visualization with Tableau Specialization
- **Programming Languages:** Python (Pandas, Numpy), Advanced Excel, R (Dplyr, Tidyverse, ggplot), SPSS, HTML, CSS
- **Data Mining Tools:** Tableau, PowerBI, MySQL, Microsoft SQL Server, MS Suite, Google Analytics, Figma, SEO, Google Ads
- **Data Analysis:** PivotTable, Regression, Clustering, Decision Trees, PCA, A/B Testing, Hypothesis Tests, Jupyter, Generative AI

PROFESSIONAL EXPERIENCE

City Lights of China   **Rochester, New York**
Consultant, Simon Vision Consulting   Jan 2024 – Present
- Collaborated with a team of five to provide pro bono consulting services aimed at enhancing profitability, optimizing financial returns, and repositioning initiatives to drive business growth and success.

AHN Consultants Private Limited   **Mumbai, India**
Loan Syndication Analyst and Project Work Intern   May 2022 – July 2022
- Led a dynamic team to provide market intelligence, resulting in a 12% increase in market penetration, and utilized effective communication to reduce potential financial risks by 20% through comprehensive presentations and reports.
- Reviewed and implemented advanced predictive statistical modeling techniques, and achieved a remarkable 25% increase in loan approval accuracy through data-driven decision-making.

Nuvvagen Nutraceuticals   **Mumbai, India**
Management Intern   Mar 2021 – May 2021
- Conducted in-depth SWOT analysis and competitor analysis, developed effective product strategies, and analyzed consumer trends and market data, resulting in an increase in market share among target demographics.
- Initiated & executed social media strategies on Facebook & Instagram, achieving a remarkable 24% growth in follower engagement

ANALYTICAL PROJECTS

- **Cobblestone Learning Centers Analysis:** Led a team in evaluating three educational programs at CLC. Used statistical analyses, Python, R, Tableau, and Excel to identify Program B as the most effective, resulting in a 62.26-point score improvement. Implemented a questionnaire and AI chatbot for targeted student support.
- **Employee Performance Report:** Collaborated with a team of 5 for the final project, and designed a data warehouse using SQL and power query to analyze customer data and KPIs. Utilized Tableau for visualizations and dashboards, leading to 5% revenue growth and improved employee retention strategies.
- **Research Paper:** Explored the Bidirectional Causality Relationship between Women's Health and Economic Development in Indian states. Ran multivariate regression using R and Excel for targeted policy recommendations.
- **Crime Rate Analysis:** Compiled NCRB India and Statista data, employing R for regression analysis to interpret the correlation between crime rate and economic/demographic factors.
- **Portfolio Optimization:** Developed the efficient frontier and capital allocation line for Nifty Small Cap Stocks using Advanced Excel. Analyzed regression data for model fit and residual errors.

LEADERSHIP, INTERESTS AND SOCIAL WORK

- **Community Leadership:** Editor & General Body Member of Rotaract Club, Teaching Volunteer at Angel Express NGO
- **Interests**: Hiking, Writing, Fitness, Stippling, Travelling