

VANSHIKA PALTA

University of Massachusetts, Boston, MA

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Summary

Experienced data professional with a strong background in developing data visualization dashboards and advanced SQL analyses. Demonstrated ability in creating actionable insights that drive improvements in operational efficiency and sales performance. Proficient in Tableau, Excel, and data analysis, with a proven track record in cross-functional collaboration and data quality enhancement.

EDUCATION

University of Massachusetts, Boston, MA

Masters of Science, Business Analytics (Big Data)

Coursework: Project Management, Data Warehousing, Management Decision Models, Database Management, Business Intelligence, Multivariate and Regression, Data Mining, Advanced Data Mining, Operations Management, Organizational Analysis and Skills, Adv MS Excel

Maharashtra Institute of Technology, Pune, India

Jan 2023 - Dec 2024

Bachelors of Business Administration, International Business

WORK EXPERIENCE

University of Massachusetts

Jun 2024 - Dec 2024

IT Department

Boston

- Collaborated with faculty, students, and administrators to understand media needs and deliver tailored solutions, ensuring clear stakeholder communication.
- Coordinated media support for university events by managing schedules, resources, and team communications to guarantee smooth execution.
- Oversaw staffing for event sessions and managed real-time adjustments, optimizing resource allocation and maintaining effective team coordination.
- Conducted detailed analysis of AV equipment usage over the past year to identify underutilized resources and peak demand periods, reducing scheduling conflicts by 25%.
- Diagnosed and resolved media system issues through root cause analysis, establishing a regular testing process to prevent future disruptions.
- Developed and monitored key performance indicators (KPIs) for media service performance, aligning with university standards and enhancing overall service delivery.
- Tracked and maintained performance metrics during the fall semester to achieve a 90-95% satisfaction rate for academic events, improving performance by 10% compared to the previous year.

Pronexus Consulting Pvt.Ltd

Sep 2020 - Nov 2022

Data Associate

India

- Analyzed data trends to support business decisions, leveraging Excel, along with SQL and Tableau, to optimize processes and enhance client experiences.
- Participated in a company-wide data quality improvement project, enhancing data accuracy through rigorous validation and cleansing techniques using Excel.
- Created Excel reports with pivot tables, VLOOKUP, SUMIF, and COUNTIF functions to summarize key business insights, enabling quick decision-making and identifying trends.
- Collaborated with IT to automate data collection processes, reducing manual data entry errors by 30%.
- Partnered with various teams to improve overall data quality, reducing errors by 25% through meticulous validation and cleansing techniques.
- Documented data processes and best practices to enhance workflow efficiency and facilitate stakeholder collaboration.

ACADEMIC PROJECTS

Data Visualization Project: "Women in Politics" using Tableau

Sep 2023 - Dec 2023

- Gathered and cleaned datasets from reliable sources (e.g., government reports, public datasets) on women's representation in politics, focusing on key metrics such as representation in Congress, state legislatures, and executive offices.
- Conducted in-depth analysis to identify trends and disparities in women's political representation over time. This included examining regional differences, historical shifts, and the progression of women's participation in leadership roles.
- Using Tableau, I created interactive and visually compelling dashboards that presented complex data in an accessible format, visualization tools to highlight key findings, such as the growth of women in leadership roles, areas with low representation, and shifts over time.
- Defined and tracked key performance indicators (KPIs) related to gender equality in politics, such as percentage of women in political offices, voting participation rates, and legislative impact.
- Presented insights and dashboards to academic peers and faculty.

Exploring User Subscription Data with SQL Queries

Sep 2023 - Dec 2023

- Selecting and cleaning a user subscription dataset as part of the data analysis process to ensure it was ready for meaningful analysis.
- Designed and implemented a relational SQL database named "userinfo." I defined various tables and relevant columns to capture important attributes of the user subscription data.
- Developed and executed complex SQL queries to extract insights from the database.
- Crafted queries to analyze user demographics and subscription trends, providing valuable insights into user behavior and preferences.

SKILLS

- **Programming Languages:** Python, R
- **Data Analysis & Management:** Excel Spreadsheets (VLOOKUP, CONCAT, COUNTIF), SQL, Data Analysis, Data Cleansing, Data Quality Assurance
- **Data Visualization & Dashboarding:** Tableau, Power BI, Tableau Development, Data Visualization, Dashboard Development
- **Cloud Data Solutions:** Snowflake
- **Collaboration & Communication:** Cross-team Collaboration, Conflict Resolution, Leadership, Verbal Communication, Stakeholder Collaboration