

# KRITIKA GOYAL

+12027902039 | kritikagoyal0412@gmail.com | Washington, DC, USA | LinkedIn | GitHub | Portfolio

## PROFESSIONAL SUMMARY

Data Analyst with extensive experience in data analytics, machine learning, and process automation. Skilled in developing data-driven solutions that enhance business operations and drive strategic decision-making. Proficient in Python, SQL, and Big Data technologies with a proven track record in delivering impactful projects.

## SKILLS

**Programming Languages:** Python, MySQL, SQL, Tensorflow, Flask, NumPy, Pytorch, R

**Data and Analytics Tools:** Tableau, Excel, R studio, R shiny, Access, MySQL, MongoDB, LookerStudio

**Big Data Technologies:** Databricks, BigQuery, Apache Spark

**Machine Learning Algorithms:** Regression, Clustering, Decision Trees, Neural Network, PCA, Random Forest

**Statistical Analysis:** Regression Analysis, Probability, Hypothesis Testing, A/B Test, Time Series Forecasting

## PROFESSIONAL EXPERIENCE

### AARP

Marketing Analytics Intern

Washington, DC, USA

June 2024 - Present

- Automated reporting processes using SQL, Python, and Tableau, reducing manual tasks by 30% and enhancing accuracy.
- Built dynamic Tableau dashboards integrated with Databricks for live data extraction, enabling comprehensive analysis of marketing campaigns and social impact initiatives.
- Optimized outreach strategies through demographic and behavioral data analysis, achieving a 15% cost reduction via targeted efforts.
- Leveraged data analytics to identify member engagement trends, driving improved marketing strategies and decision-making.

### Deloitte

Senior Analyst

Hyderabad, Telangana, India

July 2020 - August 2023

- Led change management initiatives, executing approximately four projects weekly, enhancing data analytics processes and operational efficiency.
- Developed complex HR Analytics reports and resolved technical issues affecting over 50,000 candidates using advanced SQL and data modeling techniques.
- Spearheaded automation of offer release processes, reducing manual effort by 50% and streamlining HR operations.
- Managed vendor integrations and reporting projects, leading a team of four, improving system performance and user adoption.
- Outstanding Award for automating the offer release process, significantly reducing processing time and errors.
- Applause Award for expertise in multiple HR systems.
- Spot Award for taking on additional responsibilities and demonstrating resilience.

## PROJECTS & OUTSIDE EXPERIENCE

### Business Operations Dashboard - [Link to project](#)

- Created a Tableau dashboard integrating sales, marketing, HR, and operational data for real-time insights, improving business operations.

### Building a Python Flask ML Application

- Led the development of a user-friendly Flask ML app for loan eligibility.
- Integrated MySQL databases for efficient data storage and analysis.

### Allocation of Public Investments within New York State - [Link to project](#)

- Conducted in-depth OLS regression analysis to examine federal funding impact
- Identified disparities in funding distribution, advocating for more equitable allocation
- Presented a compelling case for social equity, emphasizing challenges faced by women and minorities

### University Performance Modeling - [Link to project](#)

- Constructed and compared predictive models for university rankings, using OLS regression to identify key factors influencing strategic decisions and improvement plans.

## EDUCATION

### American University

Master's, Business Analytics

August 2023 - December 2024

GPA: 4

- Founded and led the AU – Analytics Club, and achieved finalist status in the MIT First Pitch Case Competition, as well as 3rd place in the Kogod Case Competition

### International Institute of Information Technology

Certification, Data Science

September 2022 - November 2023

### Malla Reddy College of Engineering and Technology

Bachelor's, Electronics and Communication Engineering

August 2016 - September 2020

GPA: 8.05