

Vividha Chaudhari

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Data Analyst with over 5 years of experience in data modeling, reporting, and business intelligence. Proficient in SQL, Python, R, and advanced data visualization tools such as Tableau & Power BI. Skilled in creating dashboards, performing ETL processes, and leveraging predictive analytics to drive data-driven decision-making. Demonstrated ability to design self-service analytics frameworks, perform data cleaning and transformation, and collaborate with cross-functional teams to deliver actionable insights.

EDUCATION

Master of Science in Management Information Systems (MIS) | GPA: 3.87

Aug 2022 – May 2024

Northern Illinois University

Bachelor of Computer Applications

Aug 2012 – May 2015

Savitribai Phule Pune University (Formerly, University of Pune) – India

Certifications: Microsoft Certified Power BI Data Analyst Associate, Data Analytics Using SAS Software - SAS Joint Certificate Program, Digital Marketing Certification, Google Analytics, Google Ads Fundamentals

SKILLS

Programming & Data Visualization: SQL, R, Python (Pandas, NumPy, Matplotlib, Scikit-learn), C, C++, JAVA, HTML, Tableau, Power BI
Tools & Technologies: MySQL, Google Analytics, Google Tag Manager, RStudio, Salesforce, MS Excel (VLOOKUP, Pivot Tables), SAS Enterprise Miner, SAP S/4 HANA, DAX, Power Query, MS Visio, Alteryx, Snowflake, BigQuery, Microsoft Azure

Areas of Expertise: Data Analysis, Predictive Analytics, Data Mining, Data Modeling, ETL, EDA, KPI Reporting, Business Intelligence, Forecasting, Machine Learning, NLP, Data Visualization, Trend Analysis, Time Series Analysis, Statistical Analysis, Dashboard Development, Sentiment Analysis, Database Management, Business System Analysis & Design, ERP with SAP, Network & Cyber Security.

PROFESSIONAL EXPERIENCE

Research Assistant, Northern Illinois University, DeKalb, USA

Jan 2024 – Present

- Developed an R Shiny app for online exams, integrating automated workflows for data preprocessing, cleaning & statistical analysis.
- Designed self-service KPI dashboards using Tableau to track chatbot performance, enhancing decision-making & operational efficiency.
- Applied ETL processes and conducted sentiment analysis for large-scale text datasets, uncovering actionable trends.
- Utilized SQL queries to manage database performance and streamlining reporting workflows for enhanced performance.

Digital Marketing Analyst, Net Protector Antivirus, Pune, India

Sep 2019 – Oct 2020

- Led a team of 4 analysts to deliver data-driven insights in SEO optimization, display advertising, and social media marketing.
- Governed website performance using Google Analytics and optimized SEO strategy, increasing traffic by 40% through trend analysis.
- Increased monthly unique visitors by 20% through data analytics, campaign performance evaluation and website traffic segmentation.
- Enhanced website conversion rate by 15 percentage points through data-driven A/B testing, predictive analysis & strategic adjustments.
- Presented actionable insights using interactive Tableau dashboards, enabling cross-departmental decision-making.

Senior Associate, eDealinfo USA Inc, Pune, India

July 2015 – Aug 2019

- Implemented eCommerce-driven product promotion for 15000+ merchants via email marketing, online advertising, and social media.
- Managed the affiliate marketing program, maintained relationships with affiliates and partners, and monitored campaign performance, resulting in a year-over-year revenue increase of over \$200K.
- Applied SQL and Advanced Excel for data extraction and analysis, providing critical business insights for affiliate marketing strategies.
- Formulated impactful strategies for generating compelling website content, boosting engagement by 25%.

PROJECT EXPERIENCE

Aug 2022 – May 2024

Predictive Analytics for Hotels | R, Statistical Modeling

- Enhanced revenue predictability and dynamic pricing strategies by building predictive models in R, utilizing statistical modeling, feature engineering, and data visualization with ggplot2 to forecast daily rates for 3,000+ hotels with 95% accuracy.

Gun Violence Data Analysis | SAS, Tableau, Root Cause Analysis

- Utilized SAS for ETL, statistical modeling, and root cause analysis, delivering visualized insights and actionable policy recommendations.

Distribution Network Optimization | Python, Tableau, Clustering Algorithms

- Optimized delivery routes for ULINE through process improvement using Python-based clustering algorithms, reducing delivery time by 20%. Created interactive Tableau dashboards with KPI tracking to visualize performance metrics. ([link to dashboard](#))

Customer Behavior Analysis | R, Data Mining

- Enhanced customer segmentation and analyzed purchasing patterns using R, ggplot2, and data mining techniques, leveraging data cleaning and feature extraction to improve targeted marketing strategies and boost conversion rates by 20%.

Database Design for Art Gallery | SQL, MS Visio, ERD Development

- Designed a scalable SQL-based database with optimized queries, stored procedures, and indexing to ensure data integrity and compliance with governance standards. Created Entity-Relationship Diagrams (ERD) to support process modeling.

Business Process Optimization | Process Flow Design, UAT, MS Visio

- Modeled and optimized end-to-end business processes by gathering requirements, creating process flow diagrams, and conducting comprehensive User Acceptance Testing (UAT) to ensure functionality.