

JULY VASANDANI

/julyvasandani | (347) 421-4534 | julyvasandani@gmail.com

PROFILE

- Passion-driven MS in Business Analytics and Information Management candidate with industry exposure to **Marketing Analytics** and proven track record of success in fast-paced startup environments
- Seeking **full-time Business Analyst position** using data to build innovative solutions to tackle business problems
- **Programming:** Python, SQL (Oracle & MS Access), R, SAS, HQL
- **Software:** SAS Enterprise Guide & SAS E Miner, Google Cloud Platform, Hadoop, Hive, Cloudera, Tableau

EDUCATION

Purdue University, Krannert School of Management **West Lafayette, IN**

Master of Science in Business Analytics & Information Management | GPA: 3.7 (Dean's List) **May '20**

- 2019 STAMINA4 (Clean Energy Analytics Case Competition) – *Honorable Mention*
- 2020 PowerShift (Diversity & Inclusion HR Case Competition) – *Honorable Mention*
- Women in Business Weekend 2020 – *Student Panel Representative*

Projects

- *An Analysis of a Bank's Direct Marketing Campaign* **Python // Jul '19**
 - Pre-processed, cleaned, and transformed data to determine attributes that contribute to a campaign's success
 - Applied findings to answer business questions related to customer conversions, target markets, and recommendations to improve future campaigns
- *CraigslistPlus: The Premier Job-Search Platform* **Python // Dec '19**
 - Built a solution to leverage Craigslist's capacities as a job search platform, mapping keywords provided by user – through input or resume upload – to available positions and recommend several relevant postings
 - Developed recommendations for business use in production and provided future scope for improvement
- *Negotiations Knowledge and Development Plan* **Feb '20**
 - An ongoing action plan of negotiation skill development focused on introspection to increase personal effectiveness and continue to improve as a negotiator
- *Predicting Appointment Conversion with Machine Learning Models* **Python // Feb - Mar '20**
 - Performed feature engineering experiments to determine industry-agnostic drivers for conversion
 - Built ensemble model to introduce predictability into the sales process, increasing conversion rate and leading to a **6% boost in revenue** – worth approximately **\$18M** in value for our industry partner

Fordham University at Lincoln Center **New York, NY**

Bachelor of Arts in Economics & Anthropology | GPA: 3.9 **May '17**

PROFESSIONAL EXPERIENCE

Dauch Center for the Management of Manufacturing Enterprises **West Lafayette, IN**

Student Project Manager **Jan – Present**

- Managed a team of 4 students to conduct research into winter operations at INDOT, including coordinating site visits, literature review, exploratory data analysis, and initial hypothesis generation

Adludio Inc. – Marketing & Advertising Tech Startup **New York, NY**

Business Development Manager **Dec '17 – Jun '18**

- Secured 2018 MillerCoors Incubator **valued at \$150,000** by pitching to program executives in Chicago
- Generated accounts at as Red Bull & Activision **totaling up to \$200,000 in initial sales**
- Collaborated with co-founder to **develop company KPIs** and other success metrics for cross-disciplinary goal setting, tracking and improvement

Business Development Associate **Jun – Nov '17**

- Worked directly with co-founder to set up initial infrastructure and operations as **company's first employee**
- Researched and established prospective accounts in targeted markets, **building a list of 750+ industry contacts**
- **Led international coordination** with offices in London and Singapore – including communicating project tasks, objectives, goals, and deadlines between clients and development, design, and campaign operations teams

LEADERSHIP, HONORS, SKILLS & PROJECTS

- **Honor Societies:** Phi Beta Kappa, Phi Kappa Phi, Beta Gamma Sigma

