NEHA POTHINA

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Education

Master's Degree in Information Management (Data Science and Business Intelligence) **2016-2018**
University of Washington, Seattle, Washington GPA 3.58
Bachelor's Degree in Computer Science and Engineering **2012-2016**
Ramaiah Institute of Technology (MSRIT), Bangalore, Karnataka, India CGPA 3.54

Relevant Experience

Business Systems Analyst Intern at Slack Technologies, Inc. **June 2017-Sep 2017**

- Collaborated with Account Executives to streamline Salesforce accounts. Using PHP scripts, MySQL and Presto Databases, solved for wildcarding and duplication of accounts. This made an immediate impact on the financial compensation for Account Executives.
- Built front end UI using Bootstrap framework for an audit tool used by the sales teams. The tool was used to identify opportunities for converting free slack teams to enterprise or paid.
- Supported the Learning and Development team by simplifying the process of adding, modifying and deleting members from internal courses. Using Workato and Ruby, created recipes for the team to automatically update users' calendars when added or deleted from a course, or modification of a course.

Data Visualization Capstone Intern at RTI International **Jan 2018-June 2018**

- Built visualizations, to tell the narrative of donor funding for non-communicable diseases across the world.
- Cleaned the data, and used data visualization tools (d3, Tableau, Microsoft PowerBI, CartoDB) to create a mix of static and interactive visuals, through an iterative user-oriented process.

Information Architecture Intern at Ascent Technology Consulting **June 2015-Sep 2015**

- Researched and proposed a redesigned product architecture model for a Bank Reconciliation Software.
- Created models in Unified Modelling Language(UML) to represent the structure of the product while working with the backend developer team, using PostgreSQL and Java to understand the product better.
- Interacted with the CEO and the Managing Director along with multiple stakeholders and subject matter experts to propose architecture level improvements to the existing product.

Design, Model and Implementation of a Data Warehouse **Jan 2017-March 2017**

- Designed a Data Warehouse to analyze the Stores of a company, using Kimballs star schema dimensional model.
- Modeled and developed the ETL (Extract-Transform-Load) system using Microsoft SQL Server and Visual Studio.
- Created interactive Tableau dashboards to derive insights from business data and make recommendations based on Tableau dashboards to improve store sales for the company.

Credit Card Customer Analysis **Sept 2017-Dec 2017**

- Analyzed customer-level data on service interactions to develop a data-driven marketing strategy.
- Performed regression methods to improve the efficiency of up-selling efforts by narrowing the list of prospects, saving time and cost; and improve customer experience by identifying factors that contribute to a bad service.
- Predicted CLVs, identifying the top unhappy customers who accounted for 75% of the revenue.

Additional Projects

Data Analysis of Laboratory Tests using Python **Aug 2015-Dec 2015**

- Identified temporal patterns through statistical analysis of hospital laboratory tests from 400,000 data points.
- Analyzed lab tests using machine learning-supervised learning (SVMs) and provided the hospital with predictions such as: what types of tests are ordered in a period of time and what kinds of tests are usually delayed.
- Presented a report with the results to the stakeholders of the Bangalore Baptist Hospital. Improved the lab efficiency by approximately 30% by extracting the time periods and reasons for delays in the analysis.

Social Media Data Mining and Analysis on Disaster Relief Efforts **March 2017-May 2017**

- Analyzed data from 60k tweets, mined from Twitter's API during the Chennai(India) Floods of 2015.
- Performed NLP - sentiment analysis and created visualizations using Python to detect trends and patterns.
- Leveraged location intelligence, using CartoDB, to determine the flow of basic commodities during the floods.

Technical Skills

Programming languages: Python, R, SQL, MySQL, PostgreSQL, Stata, PHP, JavaScript, HTML, CSS, C, C++, Core Java, Ruby.
Tools: MS Excel, MS Visio, MS SQL Server (Visual Studio, SSMS, SSIS), Tableau, Presto, Hadoop, PowerBI, Amazon Web Services (AWS), Amazon Redshift, Git, Amazon S3, CartoDB, MongoDB, Sketch, Illustrator, Workato, Google Analytics.