GOUTAM SUDHIR

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EDUCATION

Bentley University McCallum Graduate School of Business, Waltham, MA
Master of Science Business Analytics, *candidate*   GPA: **3.90**   May 2020

Brandeis University
Bachelor of Arts   May 2016
Major: Mathematics, Economics

ADVANCED BUSINESS COURSES
Massive Open Online Courses (MOOCs)   Oct 2016 – Present

SKILLS

● *Analytical*: Univariate Statistical Analysis, Survival Analysis, Cluster and Dimension Reduction Analysis, Decision Tree Analysis, Neural Networks, Market Basket Association, Time Series Modeling, Database Modeling
● *Technical*: Proficient in MS Excel (Pivot tables, Solver, Analytic Solver), STATA, knowledgeable in Python (Pandas, Numpy, Matplotlib), R, SPSS, SAS Enterprise Miner, SQL, Tableau, Brandwatch, Survey Gizmo, Google Analytics, Google Data Studios

PROFESSIONAL EXPERIENCE

Connelly Partners, Boston, MA   Jan 2020 – Present
Analytics, SEO & Project Management Intern
● Analyze current media plan and model location data from website of tourism industry nonprofit to identify new regions to target in order to drive tourism, thereby increasing revenue to the region
● Leverage Google Data Studios and Python to investigate website traffic to optimize user experience; analyzing various metrics (user paths, bounce rates, sessions, etc.) to identify areas of improvement

Hill Holliday, Boston, MA   Jun 2019 – Jul 2019
Decision Science Intern
● Built eight decks for analytics and platform departments that analyzed advertising campaigns for multiple Fortune 500 companies using Tableau, Excel, DOMO, and SQL to identify key trends and insights and improve ROI
● Conceptualized dossier consisting of competitor analysis of data analytics strategies of five firms to be presented to CEO of the Fortune 500 client
● Sifted through 100+ data points to compile key statistics and insights on pilot ageism study which will be the basis of future published industry report
● Utilized Brandwatch while conducting social listening to gauge consumer sentiment for multiple clients

Fidelity Investments, Smithfield, RI   Oct 2016 – Aug 2018
Client Experience Associate
● Analyzed current practices in order to identify customer-facing issues; developed methods to improve customer loyalty and increase market share by bringing in clients with more than $2B in combined assets
● Designed a system with Excel Pivot Tables that allowed associates track to productivity in real-time as well as identify strengths and areas of improvements

Harlem Fusion Studios, New York, NY   Aug 2016 – Feb 2018
Intern *(part-time, remote)*
● Conducted SWOT and competitive analyses in order to develop strategies to gain market share; increased revenue by 10%
● Supervised five interns in optimizing social media presence across all platforms, using Hootsuite; expanded audience by over 150%

ACADEMIC PROJECT

Thanksgiving Rush: A Case Study on Black Friday Sales
Quantitative Analysis for Business   Fall 2018
● Formulated and tested hypotheses to identify factors impacting consumer buying habits and sales on Black Friday
● Conceptualized a multivariable, interaction regression model in SPSS to predict sales as a factor of a number of factors including age, gender, location of residence, occupation, and marital status from a dataset containing over 500,000 rows