

# Aakanksha Maheshwari

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## SUMMARY

Analytical professional specializing in revenue, pricing, and customer analytics, with hands-on experience driving market expansion, CRM targeting, and financial performance improvements across real operating businesses.

## PROFESSIONAL EXPERIENCE

### Data Analyst, Sales & Market Intelligence | USI Roofing Inc

FL | June 2024 - Aug 2024

- Built a 500K+ record property dataset leveraging Python, automating lead sourcing and customer targeting for sales teams
- Created segmented targeting views for CRM outreach, supporting an estimated ~12% uplift in sales pipeline potential
- Performed market and competitive analysis across 67 counties, identifying 5 expansion markets in Power BI and Google maps

### Founder & Operator | TPS Café

IND | Dec 2021 - Feb 2023

- Owned P&L for a 300 sq. ft. café, using sales and demand forecasting to optimize pricing, inventory, and daily cash flow
- Managed social media content and local promotions through Instagram and in-store outreach to increase customer engagement

### Business Analyst, Growth & Engagement | Kaizer Chess Academy

IND | Oct 2020 - May 2023

- Cleaned and structured 20K+ student records using SQL and Excel to enable reliable program and campaign analysis
- Defined student and program-level segmentation, supporting targeted outreach and ~15% improvement in engagement
- Analyzed campaign performance and A/B test results across program types to refine offers for different student segments
- Implemented recurring reports and dashboards using Tableau, tracking KPIs and reducing manual reporting effort by ~70%

### Project Analyst, Financial & Operations Analytics | Preface Design Studio

IND | July 2019 - Sep 2020

- Executed financial modeling and revenue forecasting to track revenue, costs, and cash flow across parallel client projects
- Standardized projects valued at \$1.25M–\$3M and aligned timelines and resource allocation, improving margin performance
- Optimized vendor pricing and cost variance tracking across 50+ SKUs, driving ~13% reduction in material storage costs
- Led 15+ designers and site supervisors, coordinating workloads and site coverage to support consistent project execution
- Coordinated day-to-day execution across design and site teams, identifying bottlenecks in planning, materials and cash flow
- Supported operational control by tracking payments, improving visibility into on-site expenses and execution timelines

## PROJECTS

### Subscription Churn Analysis

Dec 2024

- Conducted churn analysis and revenue impact assessment in Excel, recommending strategies to reduce churn by ~35%

### Energy Emerging Markets Case Competition

Nov 2024

- Presented 5-year market expansion plan with scenario-based financial forecasting, optimizing revenue and growth strategies

### Customer Lifetime Value Analysis

Dec 2023

- Developed SQL-based CLV model and Power Apps demo, informing financial strategy and projecting 10% profit growth

## EDUCATION

### MS (Business Analytics) | Syracuse University, NY

May 2025

### BS (Chemical Engineering) | University of Pune, IND

June 2017

## SKILLS

- **Core Tools & Platforms:** SQL, Python, Advanced Excel, Power BI, Tableau, AWS, Snowflake
- **Analytics & Statistics:** Exploratory Data Analysis, A/B Testing, Regression, Time-Series Analysis, Predictive Modeling, ETL
- **Business & Financial Analytics:** Stakeholder Reporting, Revenue Analysis, Cash Flow, Budgeting, Scenario Analysis
- **Operations & Marketing Analytics:** Process Optimization, Campaign & Conversion Analysis, CLV, Retention Analysis