

Dheeraj Pamnani

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EDUCATION

Master of Science | Business Analytics - Big Data (GPA 4.0/4.0)

W. P. Carey School of Business, Arizona State University

May 2025

Tempe AZ

Bachelor of Technology | Computer Science & Engineering

Amity School of Engineering and Technology, Amity University

Jul 2014 - Jun 2018

Noida, India

TECHNICAL SKILLS

- **Programming Languages:** SQL (MySQL, PostgreSQL, NoSQL), Python (Pandas, NumPy), Jupyter Notebooks, Java, JavaScript, html, R
- **Data Analytics:** Data Modeling, Power BI, Tableau, Excel (Pivot Tables, Visualizations), A/B Testing, KPI Development, Supply Chain
- **Statistical Techniques:** Statistics, Exploratory Data Analysis (EDA), ANOVA, Hypothesis Testing, Regression, Time Series Forecasting
- **Machine Learning / Data Science / AI:** Supervised and Unsupervised Learning, Random Forest, SVM, XGBoost, Neural Networks (RNN, CNN), Bagging and Boosting, Deep Learning, NLP, Computer Vision, ML Lifecycle, Scikit-Learn, TensorFlow
- **Database & Cloud:** AWS (S3, RDS), ETL Pipelines, Data Warehousing, Azure, Looker, Snowflake, Data Wrangling, Databricks
- **Business Tools / Collaboration:** Agile / Scrum, Stakeholder Communication, CRM, Project Management, DevOps, Microsoft Office

RELEVANT EXPERIENCE

Research Assistant

Dec 2024 - Current

Arizona State University & HonorHealth

- Developing and optimizing **deep-learning object-detection pipelines** (e.g. Faster R-CNN, YOLO-based architectures) for automated breast-cancer screening on the VinDR Mammogram dataset, streamlining **data preprocessing** and training workflows.
- Collaborating with the team to annotate detailed tumor and lesion characteristics, enabling the creation of **explainable-AI models** and rigorous side-by-side comparisons with traditional “black-box” approaches.

Data and BI Analyst

Mar 2024 - Jul 2024

Yocket

- Developed **SQL-powered** Metabase dashboards to track potential premium users & **performance metrics**, raising revenue by 30%.
- Predicted staffing needs using sales **KPIs in Python & Excel**, aligning **15+ FTEs** to boost output and add **\$200K/month in revenue**.
- Automated lead flows employing **CRM Automation**; optimized workforce allocation, increasing lead to **conversion rates by 1.5%**.

Business Intelligence Analyst

Dec 2022 - Feb 2024

Azent Overseas Education Ltd

- Built Zoho **Analytics dashboards** for real-time tracking of associate-partner interactions, reducing reporting turnaround by 3 days.
- Led **EDA** on applications using Excel & **Stats**, evaluated **product gaps & streamlined ops** to raise partner activation by **15% MoM**.
- Conducted **predictive modeling** on competitors' data to align **B2B business strategy**, onboarding **500+ consultants** in 3 months.

Sales Data Analyst

Jan 2021 - Nov 2022

Byju's (Think and Learn)

- Conducted customer segmentation using **K-Means clustering** to optimize go-to-market strategy, uplifting conversion rates to 60%.
- Implemented SWOT analysis and **SOP** redesign to refine engagement & **customer service**, achieving a **90% student retention rate**.

PROJECTS

Capstone: Financial Forecasting Dashboard | MedAire, Inc.

Jan 2025 - May 2025

- Designed an interactive dashboard in **Power BI** by **data modeling** & advanced **DAX** to forecast **contractual revenue**, enhancing budgeting accuracy and accelerating cross-functional decisions by integrating KPIs and sensitivity levers (e.g., Price %, DNR %).
- Leveraged Python (**Pandas, NumPy**) to process 500,000+ rows of **financial data**, unfolding key trends to improve forecasts.

BERT Topic Modeling & Sentiment Analysis on Yelp Dataset | ASU

Feb 2025 - Mar 2025

- Engineered **BERTopic model** with UMAP on **100K+ Yelp tips (unstructured data)** to uncover **30 high-impact customer experience themes**, visualizing actionable segmentation by sentiment, cuisine, and location.
- Performed **EDA, NLP** with Pandas, NumPy, and Matplotlib to prepare input data for BERT modeling, enhancing **clustering quality**.
- Achieved **92% sentiment classification accuracy** with **Deep Learning**, driving **insights** by cuisine & location for **business strategy**.