ASHWIN SATRA

Business & Data Analyst

951-377-3361 | satra18@gmail.com| Jersey City, NJ 07306 | [Linkedin](#) | [Website](#)

PROFESSIONAL SUMMARY

Motivated professional with a commitment to top-tier performance. Strong leadership and motivational skills in addition to a focus on client satisfaction. Maximize quality assurance through compliance with regulatory guidelines and training initiatives. Unwavering commitment to client satisfaction, with the ability to build productive relationships, resolve complex issues, and win client loyalty.

WORK EXPERIENCE

Capstone Project Team Leader, Capstone Project, University of California Riverside, April 2025 - June 2025
Riverside, CA

- Built time-series forecasts for import categories (*meat, dairy, grains, etc.*) and identified critical volatility zones.
- Designed prescriptive strategies including stockpile thresholds and diversification rules based on volatility scoring.
- Tools Used: *RStudio, dplyr, tidyr, ggplot2, regression, Microsoft Excel, data.gov*.

Reader, University of California, Riverside, January 2025 - March 2025
Riverside, CA

- Assessed marketing analytics project and presentation via Canvas LMS, enhancing accuracy and clarity in student deliverables, ensuring better interpretation of data insights related to consumer behavior and branding.

Business Manager, Posh Ethnic Couture, March 2022 - July 2024
Mumbai, MH

- Developed and executed targeted Meta-Ads campaigns, leading to a 25% increase in quarterly sales and effective marketing operation.
- Improved lead conversion by analyzing customer segments and implementing targeted follow-ups through email, text, and phone, increasing the conversion rate from 20% to 30%.
- Facilitated efficient service delivery by streamlining the sales process through automated follow-ups and lead prioritization, reducing the sales cycle by 30-35% and accelerating service delivery.
- Analyzed past consumer data to develop customized communication and marketing strategies, resulting in a 20% increase in repeat sales.

Business Operations Manager, Posh Men's Ethnic, March 2019 - February 2022
Mumbai, MH

- Developed and implemented customer-focused e-commerce and in-store sales strategies by analyzing buying behavior and enhancing engagement techniques, resulting in $500K in revenue over 3 years.
- Managed retail supply chain, procurement, and inventory operations using Microsoft Office to track stock levels and coordinate with vendors, ensuring timely stock availability and reducing operational delays.
- Conducted quarterly sales analysis using Microsoft Excel to identify the top selling SKUs and managed inventory to avoid stock shortages, aligning purchase decisions with demand trends, ensuring consistent product availability.

EDUCATION

MS in Business Analytics
University of California, Riverside, Riverside, Jun 2025

BFA in Digital Media
Otis College of Art and Design, Los Angeles, May 2018

Bachelor of Commerce in Accounting and Finance
Mumbai University, Mumbai, Jun 2012

SKILLS

- Microsoft Excel
- Power BI
- R
- Canva
- Analytical thinking
- Project management
- Retail operations management
- Demand planning
- Inventory optimization
- Decision-making
- SQL
- Python
- Google Sheets
- Adobe Creative Suite
- Staff management
- Client relationship management
- Business development
- Production scheduling
- Customer service

CERTIFICATE

- SQL Essentials, LinkedIn Learning, Walter Shields

ADDITIONAL INFORMATION

Authorized to work in the U.S. under F-1 OPT, True