Vaishali Venkatesh Prasad

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SUMMARY

Data analyst proficient in Python, R and SQL, with a background in public policy and economics. My skills include data visualization, web scraping/text mining, econometric analysis and stakeholder management.

EDUCATIONAL EXPERIENCE

Hertie School of Governance, Berlin, Masters in Public Policy   2018

- **DAAD Helmut Schmidt scholar** - **1 out of 2** Indians selected out of 429 applicants (<4% acceptance rate)

Indian Institute of Technology, Madras, Bachelors & Masters in Economics   2015

- **All-India Rank 4** out of 3000 applicants in the programme (<2% acceptance rate)
- Prof. A Ravindran Prize winner for the best record in the Economics programme (**Rank 1**)

PROFESSIONAL EXPERIENCE

Zalando Lounge, Berlin, Junior Data Analyst   Oct 19-present

- Developed a **text classification model** to automatically classify NPS survey detractor reasons
- Improving data processes and ETL: Supporting production steering across stakeholders by optimizing reporting streams on Tableau & Redshift; setting up data table scheduling on **Airflow**
- Conducted statistical analysis using R to quantify the performance of Christmas campaigns & impact of specific website features on user behavior

European School of Management and Technology (ESMT), Berlin, Research Analyst   Jun 17-present

- **Created R based automated leadership feedback tool**, used by MBA students & top executives at ESMT Berlin & INSEAD
- Designed research surveys on **Qualtrics** & conducted meta-analysis of **92** statistical studies as part of a crowdsourcing data analysis project

Centre for Microfinance, IFMR-LEAD, Bangalore, Research Associate   Jun 15-Feb 16

- Analyst on a **Yale University** project on technology & innovation in the Indian Brick Industry
- Responsible for data collection and analysis from over **7000** brick firms across two Indian states

Alcazar Capital, Dubai, Private Equity Analyst   May 14-Jul 14

- Developed the sell-side advisory of an over **$1 billion** worth real-estate developer in the MENA region - prepared the Investment Memorandum with DCF valuation & market research
- Conducted market research of the Netherlands student housing sector for a German infrastructure company

RESEARCH PROJECTS

- Conducted **big data** statistical & visualization analysis (dataset with ~ **1.5 million observations**) to map patterns of cyber security attacks across time, for a major international quality certification company   2018

- *Parental separation and adolescent wellbeing in Germany - fixed effects regression analysis in R using the German pairfam dataset*, Masters in Public Policy thesis (link: https://bit.ly/2QYk5ps)   2018

- *New media and networks of outrage: locating the rise of #MeToo on Twitter*, Analysis using **web scraping** of 7100 tweets using **Twitter API** & **sentiment analysis** (link: https://bit.ly/2OztYxb)   2018

- *Visualization and regression analysis of armed violence in Africa and Asia for the years 2015 and 2016*, **Spatial visualization** (with ggmaps) & interactive visualization analysis using ggplot & plotly (link: https://bit.ly/2J1R2OR)   2017

- Analyzed the determinants of traditional attitudes towards gender roles in India and Great Britain with ISSP data using a **logit regression framework**   2016

SKILLS

- **Software**: Python (pandas, matplotlib), R (dplyr, ggplot2, shiny), SQL & BigQuery, Git, Tableau
- **Languages**: English (Fluent), German (Intermediate - B1), Hindi (Fluent), Tamil (Native)
- **Other interests**: Professional scrabble player, yoga, strength training