

## NEHA MALI

Data Analyst | SQL | Python | Power BI | Tableau

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## SUMMARY

Data professional with 3 years of experience using SQL and Python to analyze application, API, and operational data in a high-volume payments environment. Skilled in exploratory data analysis, dashboard development, and translating complex data into actionable business insights.

## SKILLS

- Data Analysis: Python, SQL, Pandas, Exploratory Data Analysis (EDA), Data Cleaning
- Visualization: Power BI (DAX, Data Modeling), Tableau, KPI Reporting, Interactive Dashboards
- Excel: Power Query, Pivot Tables, XLOOKUP, INDEX/MATCH
- Other: Git, dbt, REST APIs

## PROFESSIONAL EXPERIENCE

### Visa - Software Development Engineer in Test - Austin, Texas February 2022 - October 2024

- Analyzed payment notification, API, and database data using SQL to validate business functionality and support feature validation for a high-volume payment platform processing millions of daily transactions.
- Used Splunk queries and Grafana dashboards to monitor operational metrics, investigate anomalies, and support issue resolution and release readiness.
- Partnered with product and engineering teams to understand business requirements, validate application behavior against acceptance criteria, and support feature delivery across Agile sprint cycles.

### CSC Generation - Software Engineer - Austin, Texas July 2021 - February 2022

- Leveraged Python and SQL to analyze application and product data in an AWS environment, investigate data issues, and support feature development and data-driven decisions.
- Collaborated with product managers and engineering teams to analyze business requirements, investigate application behavior, and support Agile sprint planning and feature delivery.

## DATA ANALYTICS PROJECTS

### Payment Fraud Analytics | Python, SQL, Tableau March 2026 - May 2026

- Performed exploratory data analysis (EDA) on 284K credit card transactions using Python and SQL to identify fraud patterns within a highly imbalanced dataset (0.17% fraud rate).
- Identified peak fraud at 2 AM, \$0 card-testing activity, and 3x higher fraud risk above \$500; visualized findings in an interactive Tableau dashboard.

### Student AI Adoption Analytics | Python, PostgreSQL, dbt, Tableau October 2025 - December 2025

- Built end-to-end data pipeline using Python, PostgreSQL, and dbt to clean, transform, and analyze academic performance data across 1,500 students.
- Found ChatGPT-4o users showed 17% higher GPA improvement despite lower adoption rates, while students with higher ethical concerns used AI 5.6x daily but saw lower academic gains than moderate users.
- Developed interactive Tableau dashboards visualizing KPIs across AI tools, majors, usage patterns and ethics levels.

### Customer Support Analytics | Power BI, Power Query, DAX, Excel May 2025 - July 2025

- Identified a 16.1 percentage-point increase in SLA violations from Jan-Dec without a corresponding sustained increase in ticket volume, suggesting volume alone did not explain declining SLA performance.
- Segmented SLA performance by topic and priority using DAX and Power Query, identifying Pricing & Licensing as a key SLA risk area and Low-priority tickets as 51.2% of total demand.
- Built an interactive Power BI dashboard analyzing 2,330 support tickets across SLA performance, ticket demand, agent workload, and customer satisfaction.

## EDUCATION

### Purdue University - West Lafayette, Indiana January 2026 - Expected December 2026

Master of Business and Technology

### University of Texas at Arlington - Arlington, Texas August 2019 - May 2021

Master of Science in Computer Science

### Finolex Academy of Management and Technology - Mumbai, India July 2013 - May 2017

Bachelor of Engineering in Electronics and Telecommunication