

Sheena Yadav

Data Science & Analytics Manager

Boston, Massachusetts

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Data Science & Analytics Manager with nine years across banking, retail and the public sector. Built predictive models for a North American bank's credit card marketing, sales forecasts and pricing for a footwear brand, and enrollment forecasts for a university system. Works in Python, SQL and Tableau, on AWS, Google Cloud and Snowflake, and cares most about findings a team can act on.

EXPERIENCE

Manager, Technical Business Analyst · EXL

Oct 2025 to today

United States

Rejoined EXL in October 2025, after three earlier years there on data science and analytics projects for financial clients.

Data Analyst, Academic Affairs and Institutional Research (internship) · University of Massachusetts President's Office

Sep 2024 to May 2025

Boston

- Built regression and time-series models that forecast enrollment and graduation trends across the UMass campuses, used for resource allocation and planning.
- Designed and deployed interactive Tableau dashboards on IPEDS and live institutional data for executive visibility and policy decisions.
- Worked with stakeholders across teams to refine model accuracy and bring clear findings to senior leadership; streamlined institutional reporting.

Manager, Data Science & Analytics · EXL

Apr 2023 to Jan 2024

Lead Assistant Manager · EXL

Feb 2021 to Apr 2023

Gurugram, India · across both roles

- Led development and deployment of predictive models (XGBoost, Logistic Regression, Random Forest) for a major North American bank's credit card marketing: higher response rates, ROI up 20% through sharper targeting.
- Ran customer segmentation and portfolio optimisation with clustering and logistic regression: personalised outreach, better acquisition of low-target segments, fewer inefficiencies across digital banking channels.
- Designed A/B testing frameworks and performance monitoring; results fed campaign decisions and product targeting.
- Built and maintained Tableau dashboards for campaign performance, customer behaviour and model KPIs: manual reporting time down 60%, used by marketing, risk and product teams.
- Worked across banking, finance and risk management functions, in Python, Hive, Tableau and MS Excel.

Senior Data Analyst · Campus Shoes (Campus Activewear)

Mar 2019 to Nov 2020

Delhi, India

- Led a team of analysts building sales forecasting and dynamic pricing models.
- Used machine learning on Amazon and Flipkart advertising: targeting, campaign effectiveness, customer segmentation, A/B testing.
- Built churn prediction models to find at-risk customers for retention work.
- Ran listings and ads across Amazon, Flipkart, Snapdeal, Paytm, Uniware, Fynd, Ajio and TATA Cliq, discount plans for seasonal sales, and campaigns on Facebook, YouTube Ads and Instagram.

Campus went public in May 2022.

Data Analyst · WNS Global Services

Jul 2016 to Feb 2019

Value Edge, a WNS company

- Led analytics for a pharmaceutical client; reporting times cut by 75%.
- Engineered automated reporting and PowerPoint dashboards: less processing time, higher accuracy.
- Delivered analytics projects that improved operational efficiency and supported strategic decisions.
- Worked across the project life cycle, business models and dashboards for health care and pharmaceutical clients.

PROJECTS

Credit Card Fraud Detection & ATM Cash Flow Prediction

Graduate project. Fraud detection on 50K+ transaction records with 92% accuracy, and ATM cash flow forecasting efficiency up 40%.

Logistic Regression · KNN · Random Forest

IMDb Movie Trend Analysis for Strategic Industry Insights

Graduate project. 1,000+ top-rated films, studied to find what drives a film's success.

Python · R · Linear regression · Decision trees

IPEDS Tableau Dashboard, UMass President's Office

Built from scratch on data from 2016 to 2023. It compares enrollment and completions across the UMass campuses and peer institutions.

Tableau · IPEDS data

In the press

Senior Spotlight: Meet the Interns Helping to Shape UMPO. UMass Office of the President, 29 Apr 2025.

SKILLS

Data Visualization & BI	Tableau, Power BI, Looker, TIBCO, CISCO Information Server, Google Data Studio, Visio, Miro, VBA, Shiny
Programming & Data Handling	Python, R, SQL, SAS, VBA, PySpark, dbt, MySQL, MS SQL Server, DBeaver, Alteryx
Cloud & Big Data	AWS (S3, Redshift, SageMaker, QuickSight), Hadoop, Spark, Google Cloud BigQuery, Snowflake, Databricks
CRM & Marketing Automation	Salesforce, HubSpot, Jira, Workfront, Agile Methodologies
Advanced Analytics	Machine Learning, NLP, Time Series Analysis, Gen AI, Statistical Testing
Business & Strategic Analytics	Marketing Analytics, Customer Segmentation, Churn Prediction, Operational Efficiency, Product Performance Insights, POS & eCommerce Analytics
Project Management	Team Leadership, Stakeholder Collaboration, Agile Project Execution, Documentation, Data Quality Management

EDUCATION

MSBA, Master of Science in Business Analytics, Big Data

UMass Boston · Jan 2024 to May 2025

Bachelor of Technology

National Institute of Technology Kurukshetra · Aug 2012 to May 2016