

PAYAL SURANA

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SUMMARY

Data and Business Analyst with experience analyzing data and building dashboards to support reporting and decision-making. Skilled in SQL, Python, Tableau, Excel, and Google Analytics for data analysis, dashboard development, and reporting. Master's in Information Systems from Baruch College with an MBA, seeking an analyst role where analytical and problem-solving skills can support data-driven decisions.

SKILLS

- **Databases & Cloud:** Google BigQuery, MySQL, MS Access, ETL/ELT, data pipelines
- **Programming & Analytics:** SQL, Python, Data cleaning and preparation, exploratory and descriptive analysis (EDA), KPI definition & measurement, segmentation analysis, A/B testing, correlation and trend analysis
- **BI & Visualization:** Tableau, Power BI, Excel (pivot tables, lookups, charts), Lucidchart, Alteryx
- **Marketing & CRM:** Google Analytics, Google Tag Manager (GTM), Google Ads, GMass
- **Tools:** Salesforce, MS Visio, Jira, Canva
- **Certifications:** AWS Certified Cloud Practitioner (CLF-C02), Google Analytics Certification

WORK EXPERIENCE

Yiddishland California (YAAANA)

Dec 2025 - Present

Business Analyst

- Improved visibility into nonprofit financial performance by analyzing revenue, expense, and net asset data across multiple programs, helping leadership understand key drivers for budgeting and planning decisions.
- Developed and maintained Tableau dashboards tracking financial and program metrics, enabling stakeholders to monitor trends by program, time, and funding source.
- Defined data requirements and support improvements to data collection, documentation, and data quality for financial and program reporting.
- Delivered ad-hoc analyses on donor activity, financial performance, and engagement trends, helping non-technical stakeholders interpret results and support planning discussions.
- Analyzed intern survey responses and built a Power BI dashboard summarizing participation, demographics, and feedback trends to help program teams evaluate intern engagement.

Marketing Analyst

Sep 2025 - Nov 2025

- Executed and analyzed 25+ email newsletter campaigns, building Excel and Tableau dashboards to track open rates, click-through rates, and engagement trends using GMass data.
- Conducted audience segmentation analysis and A/B testing of subject lines and content to identify high-performing variants across subscriber groups.
- Generated reports on audience behavior and campaign performance, helping the marketing team evaluate engagement trends and optimization opportunities.
- Streamlined content workflows by creating standardized Canva templates and documenting Standard Operating Procedures (SOPs) for content updates, formatting standards, and approval processes.

Delta Rising Foundation

Sep 2025 - Jan 2026

Business Analyst

- Analyzed and managed 15+ Google Ads campaigns, evaluating keyword performance, click-through rates (CTR), and conversions to refine targeting and improve marketing return on investment (ROI).
- Implemented tracking using Google Tag Manager and UTM parameters, improving campaign attribution, data accuracy, and reporting consistency across marketing channels.
- Evaluated website and campaign performance using Google Analytics to identify traffic sources, user engagement patterns, and conversion trends.
- Drafted and maintained Standard Operating Procedures (SOPs) for campaign setup, tracking, and reporting workflows to ensure consistency and repeatability.

Cambay Engineering Services, Business Transformation Services

May 2019 - July 2019

Research Intern

- Analyzed the geospatial data industry across the United States and Canada to identify market trends, competitive landscape, and growth opportunities.
- Developed a structured database of North American geospatial companies, organizing company profiles, use cases, and industry segments to support market analysis and business development.
- Compiled findings from primary and secondary research into a detailed report to support internal strategic planning and market evaluation.

EDUCATION

- Baruch College, City University of New York (CUNY) | MS in Information Systems, GPA: 3.83** **May 2025**
- **Related Courses:** Data Warehousing, Database Mgmt. Systems, Programming Analytics, Project Management, Data Visualization, System Analysis & Design
- Dhruva College of Management | Master's in Business Administration (MBA), GPA: 3.54** **May 2020**
- **Major:** Marketing; **Minor:** Human Resource Management

ACADEMIC PROJECTS

Jan 2024 - May 2025

Principles of Database Management Systems | The Restaurant Management Database

- Designed a relational database model in MySQL and MS Access, identifying key attributes to structure data efficiently.
- Streamlined manual processes by implementing database relationships, including inheritance, aggregation, and composition using Excel and Lucid Chart.

Data Warehousing and Analytics | *Analysis of NYC's 311 Open Data*

- Built a data warehouse on Google Cloud & BigQuery using Agile methods, performing data cleaning, transformation, and schema design to analyze **behavior patterns, violations, and city service trends**.
- Designed KPI-driven data models and visualizations using Lucid chart and Tableau to highlight actionable insights.

Data Visualization | *The Impact of Screen Time on Adolescents and Adults*

- Analyzed 2 Kaggle datasets with Python and Tableau to study the impact of screen time on sleep, grades, and health.
- Processed data, created visuals, and ran correlation analysis to reveal behavioral and academic trends.

LEADERSHIP & EXTRA-CURRICULAR

- HackDavis Hackathon | **University of California, Davis** | **Judge** **Apr 2025**
- Evaluated around 10 impactful student projects focused on themes like social good, mental health, sustainability.
- Hack Harvard Hackathon | **Harvard University, Cambridge, MA** | **Judge** **Sept 2024**
- Evaluated 20 participants' projects with a focus on innovation, technical depth, scalability, and presentation.
- Hyderabad Kanya Mandal (**Jain Religious Organization**) **President** **Jun 2017 – Jun 2021**
- Managed a 150+ member team to organize community campaigns, social work drives, workshops and religious festivals.
 - Participated in leading cleanliness drives under the Clean India Campaign, recognized by the **Limca Book of Records**.