PAYAL SURANA

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EDUCATION

Baruch College, City University of New York (CUNY) | New York, NY | **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 | Hyderabad, India | **Master's in Business Administration (MBA)**, GPA: 3.54   **May 2020**
- **Major**: Marketing; **Minor**: Human Resource Management

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, Ms Visio
- **Marketing & CRM:** Google Analytics, Google Tag Manager (GTM), Google Ads, Gmass, Salesforce, Canva
- **Certifications:** AWS Certified Cloud Practitioner (CLF-C02), Google Analytics Certification, ECBA (IIBA) – Pursuing

WORK EXPERIENCE

Yiddishland California (YAAANA) - Remote, CA   **Dec 2025 - Present**
Business Analyst Intern
- Performed exploratory and descriptive analysis on nonprofit financial data, identifying drivers of revenue, expenses, and net assets to support leadership and budgeting decisions.
- Designed and maintained Tableau dashboards with financial and program KPIs, 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 recent financial, donor, and engagement trends, presenting insights and recommendations to non-technical stakeholders.

Marketing Analyst Intern   **Sep 2025 - Nov 2025**
- Designed and distributed 25+ email newsletters and built tracking sheets and dashboards in Excel and Tableau to monitor 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 and audience groups.
- Produced ad-hoc reports for marketing team on audience behavior, campaign performance, and optimization opportunities.
- Created standardized Canva templates and documented SOPs for content updates, formatting standards, and approval workflows, improving consistency and reducing rework.

Delta Rising Foundation - Remote, CA   **Sep 2025 - Jan 2026**
Business Analyst Intern
- Managed and analyzed 15+ Google Ads campaigns, evaluating keyword performance, CTR, and conversions to optimize targeting and improve marketing ROI.
- Implemented and monitored tracking using Google Tag Manager and UTM parameters, improving data accuracy, attribution, and reporting consistency.
- Analyzed 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.

Your Food Dude - Hyderabad, India   **2020**
Founder
- Designed and executed a short-term business, tracking orders and revenue in Excel to analyze demand patterns and pricing.
- Managed end-to-end operations for a home-based delivery pilot, including order intake and fulfillment.

Cambay Engineering Services, Business Transformation Services - Hyderabad, India   **May 2019 - July 2019**
Research Intern
- Conducted market research on the geospatial data industry across the United States and Canada, assessing industry trends, competitive landscape, and growth potential.
- Designed and structured a North American geospatial market database by organizing company profiles, use cases, and industry segments to support market analysis and business development.
- Compiled and synthesized findings from primary and secondary research sources into a detailed research report for internal stakeholders and strategic planning.

ACADEMIC PROJECTS | Baruch College, Zicklin School of Business   **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**
- Judged 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**) | Hyderabad, India | *President*   **Jun 2017 – Jun 2021**
- Led 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**.