PAYAL SURANA

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SUMMARY

Driven and strategic Analyst with an MBA and an MS in Information Systems. I specialize in turning complex datasets into clear, actionable insights that help teams make better decisions. Proficient in SQL, Python, Tableau, and Power BI to analyze and visualize data, along with Google Analytics and User Acceptance Testing (UAT) to ensure reporting accuracy. I am excited to seek a role that complements my skills and abilities while contributing to organizational goals.

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 tracking & analysis, segmentation analysis, A/B testing, correlation and trend analysis, UAT (User Acceptance Testing)
- **BI & Visualization:** Excel (pivot tables, lookups, charts), Tableau, Power BI, Lucid Chart, Alteryx
- **Marketing & CRM:** Google Analytics (GA4), Google Tag Manager (GTM), Google Ads, Salesforce, GMass
- **Tools:** MS Visio, Jira, Canva
- **Certifications:** AWS Certified Cloud Practitioner (CLF-C02), Google Analytics Certification, ECBA (IIBA) - Pursuing

WORK EXPERIENCE

Yiddishland California (YAAANA)   Dec 2025 - Present
Business Analyst

- Analyzed financial data (revenue, expenses, net assets) to identify trends and support budgeting and planning decisions.
- Built and maintained interactive Tableau dashboards to track financial and program performance across multiple initiatives.
- Defined data requirements and supported 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.
- Performed data extraction, cleaning, and transformation (ETL) to prepare datasets for reporting and dashboard development.
- 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.
- Conducted functional testing of website user flows, identifying issues such as broken links and error pages, and reporting findings to enhance user experience and data accuracy.

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 primary and secondary research into reports supporting 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) and implemented ETL data pipelines for data cleaning, transformation, and schema design to analyze 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**.