

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; **Internships:** Sales, HR, Recruitment

SKILLS

Software: MS Office Suite (Excel), Power BI, Tableau, BigQuery, Python, MySQL, MS Access, Alteryx, Lucid Chart, Google Ads, GTM

Data Analytics: Data Cleaning & Preparation, Exploratory Data Analysis (EDA), Visualization & Dashboarding, KPI Measurement, Segmentation Analysis, A/B Testing, Correlation and Trend Analysis, ETL Processes, GMass, Google Data Analytics.

Certification: AWS Certified Cloud Practitioner (CLF-C02), Google Analytics Certification (Credential ID 139227646)

WORK EXPERIENCE

Business Analyst Intern | **Yiddishland California (YAAANA)** | (California, Remote) Dec 2025 – Present

- Analyzed nonprofit financial data and built Tableau dashboards visualizing revenue, expenses, program services, and net assets to support stakeholder reporting and decision making.

Marketing Analyst Intern Sep – Nov 2025

- Designed and distributed 25+ newsletters; analyzed engagement metrics in Excel to identify audience trends and support data-driven decisions.
- Conducted **segmentation analysis** and **A/B testing** to identify high-engagement groups, optimize message targeting, and improve overall campaign effectiveness.

Business Analyst Intern | **Delta Rising Foundation** | (California, Remote) Sep 2025 - Present

- Managed **25+ Google Ads campaigns**, analyzing keywords, CTR, and conversions to refine targeting and improve ROI.
- Tracked campaign performance using **Google Tag Manager** and **UTM parameters**, improving attribution and reporting accuracy.
- Analyzed website and campaign data in Google Analytics to identify traffic, engagement, and conversion trends.

Research Intern | **Cambay Engineering Services, Business Transformation Services** | (Hyderabad, India) May 2019 – July 2019

- Conducted a comprehensive study on the “Geospatial Data Business Outlook for the USA and Canada.”
- Analyzed market trends, growth opportunities, and developed a geospatial market database for North America.

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 for 4 years.
- Participated in leading cleanliness drives under the Clean India Campaign, recognized by the **Limca Book of Records**.