

PAYAL SURANA

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SUMMARY

Strategic and data-driven professional with an MBA and MS in Information Systems, experienced in business analysis, stakeholder collaboration, and client-facing insights. Skilled in translating complex data into actionable insights, communicating effectively with stakeholders, and supporting business growth through data-driven decision-making. 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

- **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, LucidChart, Alteryx
- **Databases & Cloud:** Google BigQuery, MySQL, MS Access, ETL/ELT, data pipelines, Linux (basic)
- **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.
- Supported nonprofit tax filing preparation by organizing financial records, reviewing transaction data, and assisting with financial analysis and reporting.
- 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, presenting insights to non-technical stakeholders to support planning discussions and decision-making.
- 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 segmentation and A/B testing to identify high-performing content and improve engagement strategies.
- Analyzed audience behavior and campaign performance metrics to identify optimization opportunities and support marketing decisions.
- 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

- Managed and analyzed 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.
- Analyzed website and campaign performance using Google Analytics to identify traffic sources, user engagement patterns, and conversion trends.
- Created 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.

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 entities, attributes, and relationships 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.
- Performed data cleaning, visualization, and correlation analysis to identify 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**.