

MOHINI YADAV

☎ 341.224.7278 ✉ myadav@scu.edu 🌐 mohini-yadav13
📄 github.com/monayd13

Education

Santa Clara University - Master of Science in Information Systems

Data Analytics, Data Base Management System, Software Project Management

September 2024 – May 2026

Santa Clara, CA

Motilal Nehru Institute Of Research - MBA

International Marketing Management, Advertising and Media Planning, eCommerce

August 2016 – May 2018

Prayagraj, India

University of Allahabad - Bachelor of Science

Physics, Chemistry, Mathematics

August 2013 – May 2016

Prayagraj, India

Technical Skills

Programming:	Python, SQL, Java, Javascript
Database:	MySQL, Microsoft SQL, BigQuery, Google firebase
Analysis Tools:	Tableau, Looker, PowerBI, Data Studio, Google Analytics, Excel
Project Management Tools:	JIRA, Visio, SLDC, Agile Methodologies, Financial Analysis
Social Media:	LinkedIn Top Social Media Optimization(SMO) Voice

Experience

Box, Inc

Feb 2025 – May 2025

Intern

Redwood City, CA

- Analyzing customer behavior and transaction data to identify upsell opportunities and develop targeted growth strategies for small accounts (< \$10K TAV).
- Developing churn risk models by detecting early non-payment signals and isolating key risk factors to enable proactive retention interventions
- Building data-driven customer profiles and delivering actionable insights through dashboards to empower business teams in enhancing revenue and reducing churn

ICICI Prudential Life Insurance

April 2021 – May 2023

Area Manager

Prayagraj, India

- Achieved a 138% increase in regional sales by expanding distribution channels, maintaining a 90% activity rate, and ensuring all team members met sales targets while achieving a 95% persistency (renewal) goal.
- Key roles included risk and compliance management, increased branch performance by 130%, analyzed customer data, prepared sales reports for senior management, eventually increasing profitability by 12 million INR.
- Expertise included Management Team Supervision, Territory Management, Sales Training.

ICICI Prudential Life Insurance

April 2019 – April 2021

Sales Manager

Prayagraj, India

- Target parameter met for 13 month persistency of 87% and the I-contribution of over 100%.
- Recruited and trained highly-qualified staff through best practices, products, and sales strategies, resulting in 100% target achievement in five months (STAR Program).

ICICI Prudential Life Insurance

May 2018 – March 2019

Management Trainee

Prayagraj, India

- Achieved each target benchmark in Sales, Service and Direct Marketing areas within one year of Target for 5.566,125 USD.
- 95% F2F on given resources under Pre-Fixed Appointment/D2FSC leads every month.
- Expertise included Presentations and Proposals, Data Analysis and allocation, Lead Management.

Projects

U.S. Crime Data Analysis

Fall 2024

- Analyzed 980K+ crime records, built data pipelines, and conducted temporal geospatial analysis.
- Identified high-risk locations, peak crime hours, and key crime patterns to enhance child protection strategies.

Cross-Selling and Up-Selling Analysis

Spring 2022

- Use existing customer data to identify cross-sell and up-sell opportunities for additional policies like health or pension plans using Python, Natural Language Processing (NLP), Data Analysis.
- Segmented customer base using Python and data analysis techniques to identify high-value customers and tailor personalized policy recommendations based on behavior patterns.