

Rima Sehgal

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EDUCATION

University of California, Santa Barbara

Santa Barbara, CA

B.S. Statistics and Data Science | GPA: 3.56/4.00

Expected June 2028

- **Relevant Coursework:** Data Engineering, Probability & Statistics, Economics, Business Strategy, Intermediate Python
- **Certificate:** Technology Management Certificate, In Progress

EXPERIENCE

Fashion E-Commerce Data Analyst Intern

Aug. 2026 – Present

Erthe

Remote

- Improved reporting accuracy by 20% across 50 products by reconciling sales, product, and customer data and implementing recurring data-quality controls
- Built reusable SQL queries and Excel workflows to analyze pricing, promotions, website traffic, sales performance, and customer behavior
- Reported KPI trends and data exceptions with actionable recommendations supporting merchandising, marketing, and customer-growth decisions

E-Commerce Data Analytics & Strategy Extern

May 2026 – Aug. 2026

Breaking Games LLC

Remote

- Analyzed customer journeys across 10+ GA4 reports, identifying a 26% checkout drop-off and conversion opportunities affecting sales performance
- Built Excel models comparing acquisition, engagement, and conversion across 2 advertising platforms to identify channel trends and growth opportunities
- Presented an interactive dashboard summarizing customer behavior, channel performance, and data-driven recommendations to business stakeholders

Data Science Intern

May 2026 – Aug. 2026

Kelvolta

Remote

- Analyzed 1,000+ CRM records for missing, duplicate, and inconsistent customer and account data affecting sales outreach and decision-making
- Developed a weighted scoring model using 5 business criteria to prioritize 1,000+ companies and contacts by outreach and growth potential

Finance & Data Operations Chair

May 2025 – June 2026

TAARA, UC Santa Barbara

Santa Barbara, CA

- Managed and reconciled \$10,000+ in program activity while maintaining accurate financial records and tracking organizational performance
- Analyzed vendor costs and alternative spending scenarios, identifying approximately \$5,000 in potential savings
- Presented budget trends, spending variances, financial risks, and resource-allocation recommendations to organization leadership

PROJECTS

Retail Sales, Data Quality, and Pricing Analysis | *Python, SQL, Excel, Power BI*

- Automated a Python and SQL workflow to integrate, clean, and standardize 90+ product records from 3 retailers
- Built a Power BI dashboard analyzing pricing, retailer positioning, data-quality exceptions, and trends across 8+ product attributes
- Identified approximately 15% pricing variation and developed recommendations for product positioning, pricing, and sales strategy

TECHNICAL SKILLS

Data & Analytics: Excel, SQL, Python, Power BI, Tableau, GA4, Data Visualization, Dashboard Development

Business Analytics: Customer Analytics, Sales Performance Analysis, KPI Reporting, Trend Analysis, Pricing Analysis, Conversion Analysis

Business: Problem-Solving, Business Process Improvement, Stakeholder Communication, Cross-Functional Collaboration