

MISHAL ABOOBACKAR MANALODY

Business Analytics · Data Strategy · Product & Operations Intelligence

Boston, MA | +1 (617) 849-4179 | mishalaboo@gmail.com | [linkedin](#) | mishalaboobackar.github.io

SUMMARY

M.S. Applied Business Analytics candidate at Boston University (GPA: 3.4, May 2026) with professional experience as a Business Analyst spanning 23 countries. Skilled in Python, SQL, Power BI, Tableau, Apache Spark, and machine learning — with a track record of measurable outcomes: accelerating revenue growth from 3% to 9%, reducing ERP reporting errors by 25%, and scaling a CSR programme to 2,000+ beneficiaries. Brings cross-functional collaboration, executive stakeholder reporting, and cloud-based data pipeline experience. Eligible for STEM OPT (3-year work authorization). Available for full-time roles from June 2026.

EDUCATION

M.S. in Applied Business Analytics · Boston University

May 2026 (Expected)

Boston, MA — GPA: 3.4 (in progress) — Coursework: Machine Learning · Data Mining · Marketing Analytics · Statistical Modelling · A/B Testing · Business Intelligence

B.Tech in Computer Science — Big Data Analytics · SRM University

May 2024

Chennai, India — Capstone: Text Steganography Detection System (NLP / Law Enforcement Application)

TECHNICAL SKILLS

Programming & Libraries: Python (Pandas, NumPy, Scikit-learn, PySpark, Matplotlib), R, SQL

Machine Learning & AI: Regression, Classification (Decision Tree, Random Forest, k-NN, CNN, DistilBERT), Clustering (K-Means), NLP (VADER, RoBERTa, GloVe, SpaCy), A/B Testing

BI & Visualization: Power BI, Tableau, MS Excel (PivotTables, Power Query, Advanced Formulas)

Data Engineering & Cloud: Apache Spark, PySpark, ETL Processes, Git, GitHub, AWS (EC2, Cloud Foundations), Oracle, Cloudera

IDEs & Environments: VS Code, Google Colab, Jupyter Notebook

Business & ERP Tools: GEMS ERP, Zoho, RECIBO, Google Workspace, Microsoft Office Suite, Visio, Lucidchart

Languages: English (Fluent) · Hindi (Fluent) · Malayalam (Fluent) · Tamil · Arabic (Basic) · Japanese (Basic)

PROFESSIONAL EXPERIENCE

Business Analyst · G-TEC Education

Sep 2023 – FEB 2026

Singapore — Multi-country operations across Asia, the Middle East & Africa (23 countries)

- **Revenue Growth:** Accelerated annual revenue growth from 3% to 9%, exceeding forecast targets by 6 percentage points - through process optimization, executive stakeholder reporting, and strategic Zoho/IBM partnership integrations.
- **ERP & Pipelines:** Contributed to full-cycle GEMS ERP implementation, designing ETL pipelines and automating critical workflows that reduced operational reporting errors by ~25% and improved cross-functional visibility across 23 country operations.
- **BI & Reporting:** Built and maintained executive-level Power BI dashboards and financial forecasting models — enabling senior leadership to make cross-border strategic decisions with real-time data.
- **Product Strategy:** Conducted product strategy analysis and launched MyCredits, a skill-credit programme aligned with India's National Education Policy - expanded G-TEC's academic portfolio network-wide.
- **Social Impact:** Spearheaded G-TEC Women Power, a CSR initiative delivering free education and job placement to 2,000+ women in underserved communities, strengthening brand equity and regional market penetration.
- **Growth Analytics:** Delivered data-driven marketing insights and deployed MagicReview network-wide, measurably improving Google My Business visibility through cross-functional collaboration with the marketing team.

Inventory Management · Boston University Dining Services

Jan 2025 – May 2025

Boston, MA — Part-time alongside M.S. programme

- Managed end-to-end inventory procurement - sourcing and ordering supplies, maintaining budget compliance, and reconciling vendor invoices to ensure accurate financial records and cost control.
- Monitored consumption patterns to forecast reorder points, reducing stockout and overage instances through data-informed ordering decisions.

HR & Operations Intern · USDC Global

Jul 2023 – Aug 2023

Bangalore, India

- Managed end-to-end recruitment and onboarding for 10+ hires across departments, achieving zero attrition within the first 90 days.
- Maintained HR records for 200+ employees and produced compliance audit reports with 100% accuracy.
- Tracked field performance of 100+ staff using RECIBO, surfacing data-driven insights that improved travel allowance utilisation and operational efficiency.

ACADEMIC PROJECTS

Job Market Intelligence — Data Science & Analytics Roles | Python · PySpark · Apache Spark · AWS EC2 · Random Forest · Git

Boston University — Cloud Analytics (AD688) | Team Lead

Led a team to mine 47,500+ real job postings from the Lightcast dataset via an ETL pipeline built with PySpark and Apache Spark, deployed on AWS EC2. Built a Random Forest salary model that outperformed all baselines. Identified 4 distinct job families via unsupervised clustering — delivered a market-entry roadmap presented to faculty panel. Version-controlled using Git.

Zurich Airbnb Market Analysis | Python · Pandas · Scikit-learn · DistilBERT · K-Means · Jupyter

Boston University — Applied Machine Learning (AD699)

Analysed 2,500+ listings across 10 neighbourhoods to decode pricing dynamics. Regression modelling showed each additional bedroom lifts nightly rates by ~32%. Applied k-NN, Decision Tree, and DistilBERT for price-tier prediction; segmented market into 4 actionable host profiles. Findings presented to faculty panel.

Festival Revenue Strategy — Lobsterland Winterverser | Python · A/B Testing · Conjoint Analysis · K-Means · Google Colab

Boston University — Marketing Analytics (AD654)

Segmented 989 households into 5 customer profiles. Combined conjoint analysis and A/B testing to rank vendor preferences. Identified savoury food as top revenue driver (~\$182K/day) — recommendations adopted as the course client's final vendor selection and spatial layout strategy.

ACHIEVEMENTS & AWARDS

- 1st Place — ABA@BU Hackathon, Fall 2025, Competition A: Dataset Analysis & Modelling (out of 40+ teams, Boston University Applied Business Analytics Programme)

CERTIFICATIONS

- Google Data Analytics Professional Certificate — Google
- AWS Academy Graduate: Cloud Foundations — Amazon Web Services
- Cloudera Foundations for Big Data Analysis with SQL — Cloudera

Additional: Oracle Database Foundations (Oracle) · ICDL/ECDL 5.0 Spreadsheets — MS Excel (ICDL)

VOLUNTEER & INTERNATIONAL ENGAGEMENT

- International representation — Sharjah International Book Fair 2024, EduTEX Oman, and Austrade Festival of Australia: engaged educators, government officials, and institutional partners across three continents on behalf of G-TEC Education.
- News18 Anti-Drug Campaign — Delivered a live public awareness address on substance abuse to a national television audience, reaching thousands of viewers across India.