



To Whom It May Concern:

This is to state that I have known **Devshree Shah** for past 2 months, working as an Business Analyst on the Finlatics Business Analyst Experience Program. FincruX is recognised as a 'Start - Up' by Department of Industry & Internal Trade (DPIIT), Ministry of Commerce & Industry, Government of India. It is one of start - ups selected for the prestigious incubation program at Atal Incubation Centre - NMIMS, supported by the Atal Innovation Mission, under the aegis of NITI Aayog, Government of India

I was supervising **Devshree Shah** for the Finlatics Business Analyst Experience Program. I found **Devshree Shah** to be very diligent and hardworking Business Analyst. **Devshree Shah** has deep interests in data-driven decision-making and has a unique way of looking at business problems. The Business Analyst role was aimed at solving case-based projects using the MECE method of problem-solving, MS Excel, and Power BI. **Devshree Shah** tackled a range of business cases - ranging from enhancing profitability for a multinational technology business to analyzing the feasibility of a proposed tourism project.

Devshree Shah is also an able implementer of Power BI as it was used in the role to analyze consumer behavior.

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