


# SHAMIKSHETTY

## Senior Data Analyst

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### SUMMARY

Highly results-driven Senior Data Analyst with 2 years of experience specializing in developing and deploying dynamic data visualization solutions. Expert proficiency in Advanced Excel, Power BI, Tableau, SQL, and Python. Proven track record in building comprehensive dashboards, optimizing data pipelines, and delivering real-time, actionable insights that directly drive key business decisions. Recognized for increasing reporting efficiency and accuracy through automation and cross-functional collaboration.

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### WORK EXPERIENCE

**eClerx –Mumbai, India** Data Analyst | Dec 2023 – Present

#### **Dell – Marketing Development Fund (MDF)**

- Managed MDF tracking worth millions, ensuring 100% accuracy in fund allocation and reporting.
- Built Power BI dashboards, boosting real-time fund visibility by 40% and supporting quarterly budget planning.
- Extensively worked on Salesforce CRM to pull detailed customer and program data, performing analyses to track engagement, identify trends, and ensure accurate fund utilization.
- Documented data sources, calculation logic, and report structures to ensure data governance and enable seamless handover of next-quarter program setups.
- Collaborated with teams to validate Salesforce data for reliable reporting

#### **Dell – OEM Business Intelligence Support**

- Built and maintained interactive Power BI dashboards, reducing reporting turnaround time by 50%.
  - Enhanced SQL queries and optimized CRM/BI databases, boosting data accuracy by 25%.
  - Delivered weekly trend analysis to support strategic marketing decisions.
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### SKILLS

**Data Visualization:** Power BI (DAX, M Query), Tableau, Advanced Excel (Pivot Tables, Formulas, Power Query)

**Programming/Databases:** SQL, Python

**Data Techniques:** Data Cleaning, Statistical Analysis, Predictive Modeling, Hypothesis Testing

**Tools/Platforms:** Salesforce, VIPER, Databricks

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### EDUCATION

**Imarticus Learning, Mumbai** Post Graduate Program in Data

Analytics | Jun 2022 – Aug 2023

**Thakur College of Science and Commerce, Mumbai**

B.Sc. in Statistics | Jun 2019 – Apr 2022

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### PROJECTS

#### **Hotel Booking Status Prediction**

Tools: Python, Pandas, Scikit-learn

- Developed an ML model to reduce hotel booking cancellations, achieving 88% accuracy using Random Forest.
- Addressed class imbalance and identified key cancellation factors, enabling business improvements.

#### **Traffic Sign Classification**

Tools: Python, OpenCV, TensorFlow

- Achieved 92% accuracy on a 43-class traffic sign classification task.
  - Explored CNN-based deep learning architecture for real-time image classification.
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### AWARDS & CERTIFICATES

- Business Special Award–Recognized by eClerx for excellence in service delivery and client engagement.
- Programming for Everybody (Python) – Coursera
- Machine Learning & Deep Learning – Infosys Springboard
- Power BI A-Z Training – Udemy