

# VASUDEVA SHENOY

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## Objective

Enthusiast, self-learner, and process-oriented Business Analyst with a keen interest in the latest technological development such as Analytics, Visualization, and Data Science, with a high affinity towards Data & Business Analytics, Certified Data Scientist from the University of Texas and have past experience working with data analysis and data science in the ecommerce industry.

## Experience

<b>Business Analyst - Analytics</b> <b>Amazon</b>	<b>09/2022 to Current</b> <b>Bengaluru, India</b>
<ul style="list-style-type: none"><li>Responsible for making the category side of the ecommerce business more efficient and profitable.</li><li>Identified procedural areas of improvement through customer data, using SQL.</li><li>Built internal dashboard at seller level to keep the price competence in check and to track business impact.</li><li>Maintained a working knowledge of Data ETL, visualization, API frameworks and statistical method in Python.</li></ul>	
<b>Data Analyst – Analytics</b> <b>Slice</b>	<b>02/2022 to 09/2022</b> <b>Bengaluru, India</b>
<ul style="list-style-type: none"><li>Created Tableau data visualizations for KPIs, reducing weekly manual reporting time by 10 hours.</li><li>Improved data quality by 29% by utilizing data preparation tools for cleaning and transforming raw data.</li><li>Streamlined reconciliation processes through Python automation.</li><li>Conducted detailed data analysis to identify market trends, resulting in improved marketing campaign performance.</li></ul>	
<b>Senior Analyst – Analytics Operation</b> <b>Accenture</b>	<b>03/2019 to 02/2022</b> <b>Bengaluru, India</b>
<ul style="list-style-type: none"><li>Maintained working understanding of business processes and financial services.</li><li>Analyzed large datasets to identify trends and opportunities for process improvement.</li><li>Collaborated cross-functionally to define project scope and deliver actionable insights.</li><li>Conducted root cause analysis to address operational challenges and mitigate risks.</li><li>Provided strategic recommendations to support executive decision-making based on data analysis.</li></ul>	

## Technical Skills

- Programming:** Python, SQL
- Visualisations:** Tableau and PowerBI
- Statistical:** Hypothesis testing & confidence interval, ANOVA, PCA, Text analysis
- Machine Learning:** Regression, Classification, Clustering and Time series
- Microsoft Office:** Word, Excel, PowerPoint
- Lean Six Sigma White Belt Certified from** [AIGPE](#)

## Education

<b>Post Graduate Program in Data Science and Business Analytics</b> The University of Texas at Austin associated with Great Learning	<b>2023</b>
<b>Bachelor of Commerce: Business Management</b> Mangalore University	<b>2018</b>

## Accomplishments

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- Client Value Creation – Accenture 2019
- Brilliant Basics – Accenture 2020
- Star of Business – Accenture 2021
- Star Performer of the Year – Slice 2022

## Volunteering

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Petty Officer Cadet  
NATIONAL CADET CORPS  
Mar 2012 - Feb 2017

## Projects

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### **Election Exit Poll Prediction and U.S.A Presidential Speech Analysis using Machine Learning**

October 2022

This project is based on 2 case-studies: Vote Prediction and Text Analysis. The first project is to predict which party a citizen is going to vote for on the basis of their age and according to the answers given by the citizens to the questions asked in a survey conducted. The second project is based on the analysis of the inaugural U.S.A. Presidential speeches. One has to draw inferences based on the analysis done on these speeches.

#### **Skills and Tools**

Text Mining Analytics, Support Vector Machine - K Nearest Neighbour - Naive Bayes, Ensemble Techniques, Logistic Regression - Linear Discriminant Analysis

### **Reconciliation Automation using Python Jupyter notebook**

August 2022

This project is based on Cashback Reconciliation automation: Reconciliation for cashback transactions is done manually using SQL tool for data extraction, vlookup and Merging option. Used same logic and rules in Jupyter notebook and automated reconciliation process.

#### **Skills and Tools**

Python, Jupyter Notebook

### **OTP (one-time password) Application Based Project**

July 2022

This project is based on specific application: It is the standard procedure for delivering the OTP via a text message after regular authentication is successful. Here, the OTP is generated on the server side and delivered to the authenticator via text message. The application is responsible for the unique OTP digits.

In this project Identified the OTP latency issue and analysed wait time and provided solution to reduces wait time for the OTP generation and successful transaction.

#### **Skills and Tools**

Data Analysis and Insights

### **Drug Analysis using ANOVA and Principal Component Analysis on College Admissions Data**

June 2022

The project involved drawing inferences from 2 case studies, namely - Hay Fever Drug Analysis, College Admissions Data. The concepts of Exploratory Data Analysis, Analysis of Variance, and Principal Component Analysis are used to draw inferences from these case studies.

#### **Skills and Tools**

ANOVA, PCA, EDA

### **E-Commerce Revenue Management**

May 2022

Python for Data Science

Solution of a business problem to identify which region has maximum sales volume, which type of products are sold the most, how much revenue does the E-Commerce Company and the brands that use its portal.

#### **Skills and Tools**

numpy, pandas, visualization, user defined functions