

MAHARSHI JOSHI

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EDUCATION

TRENT UNIVERSITY

Master of Science in Big Data Analytics

Cumulative GPA: 4.0/4.0

Relevant Coursework: Statistical Aspects of Modelling; Data Visualization; Foundations of Modelling; Data Mining

Peterborough, ON

Jan 2023 – Jun 2024

NAVRACHANA UNIVERSITY

Bachelor of Technology in Information Technology

Cumulative GPA: 8.69/10

Vadodara, IN

Jun 2018 - Jun 2022

WORK EXPERIENCE

FREELANCE (LOADED PIEROGI)

Data Analyst

Peterborough, ON

Oct 2024 – Nov 2024

- **Assessed marketing efforts** across **Facebook marketing**, **coupon promotions**, and offers on **online delivery apps** to uncover actionable insights, focusing on audience engagement and customer behaviors.
- Extracted campaign performance metrics, including **CTR**, **impressions**, and **coupon redemption rates**, providing recommendations to **optimize audience targeting** and promotional strategies, leading to a projected **10%+ increase** in customer engagement and conversion rates.
- Created detailed **Excel reports** summarizing trends for **10,000+ online orders**, **peak activity times**, and **menu preferences**, supporting **data-driven decision-making** for marketing and delivery operations.

GG SOLUTIONS AND TECHNOLOGIES

Data Science Intern

Vadodara, IN

Jan 2022 – May 2022

- Processed and **analyzed over 50,000 image and video data points to extract actionable insights** for improving traffic control measures and road safety.
- **Collaborated with stakeholders to design a data pipeline** to identify non-compliant vehicles with **80%+ accuracy** using extracted number plate information, contributing to enhanced traffic enforcement strategies.

PROJECTS

SALES PERFORMANCE OPTIMIZATION ANALYSIS | [GitHub](#)

Sep 2024

- Conducted sales performance analysis on **CRM data (8K+ records)** using **Excel pivot tables**, calculating **KPIs such as win rate, sales cycle length, average revenue, and deal size**.
- Identified strategies that can improve win rates by 20% and shortened sales cycle length by 15%, **focusing on high-value sectors and top-performing products**. Evaluated sector and product performance, **discovering that targeted efforts** in the Entertainment, Software, and Finance sectors can increase average revenue per deal by 25%.
- Developed an interactive **Tableau dashboard to visualize KPIs** by sales agents, managers, and sectors, enhancing decision making. Recommended targeted sales strategies projected to increase deal closures by 10% and optimize sales processes.

REVEALING HIGH-VALUE TARGET CUSTOMER | [GitHub](#)

Aug 2024

- Examined customer behaviour and offer effectiveness for Maven Cafe's Rewards Program using **Python and Tableau**, merging data on **4K customers and 18K transactions**.
- Formulated **conversion rates, CTR (click-through rate), and ACV (average customer value)** to identify high-engagement segments and optimize promotions and discovered targeted BOGO and discount offers **can improve conversion by 15%** and identified email and mobile as top channels, increasing **marketing efficiency by 20%**.
- Created an engaging **Tableau dashboard** to examine customer segmentation, offer performance, and channel effectiveness and recommended strategies focused on **high-value segments** for optimized promotions to boost engagement and sales.

ADDITIONAL

Technical Languages/Tools: Python, SQL, Tableau, PowerBI, Excel, PowerPoint

Certifications: Career Essentials in Data Analysis by Microsoft and LinkedIn

Virtual Job Simulation (Forage): Accenture – Data Analytics and Visualization, Quantum – Data Analytics