Maharshi Joshi

Toronto, ON | 1-647-838-3794 | mj014400@gmail.com | linkedin.com/in/maharshi-joshi-01

PROFILE

Naturally inquisitive data analyst and recent graduate, passionate about uncovering insights and improving processes through data. Currently working on projects that deepen my expertise in Python, Excel, SQL, and Tableau while learning new techniques to drive innovation and efficiency. Highly motivated to apply my growing skills to deliver meaningful impact across all areas of business.

SKILLS

Programming languages / Data Visualization Tools: Python, SQL, Tableau, R

Tools: Jupyter Notebook, GitHub, Microsoft Excel

Certifications: Azure Fundamentals(AZ-900), Azure AI Fundamentals(AI-900)

Soft skills: Attention to Detail, Results-Oriented, Analytical Thinking

DATA ANALYTICS EXPERIENCE

Maven Analytics Project   **Peterborough, ON**

Revealing High-Value Target Customers | **GitHub**

- Analyzed customer behavior and offer effectiveness for Maven Cafe's Rewards Program using **Python and Tableau**, merging data on **4K customers** and **18K transactions**.
- Evaluated **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 improved conversion by **15%** and identified **email** and **mobile** as top channels, increasing marketing efficiency by **20%**.
- Created an interactive **Tableau dashboard** to visualize customer segmentation, offer performance, and channel effectiveness and recommended strategies focused on **high-value segments** (ages 40-50, income $70K-$80K, gender female) and optimized promotions to boost engagement and sales.

Sales Performance Optimization Analysis | **GitHub**

- 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 improved 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 increased 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.

Chegg Inc.   **Remote**

Managed Network Expert   *Apr 2022 - Oct 2022*

- **Assisted 100+ students** in solving complex Computer Science problems by analyzing data patterns and employing **Python and SQL** for data manipulation, **providing clear, step-by-step explanations** to enhance their learning and problem-solving skills.

GG Solutions and Technologies   **Vadodara, IN**

Data Science Intern   *Jan 2022 - May 2022*

- **Gathered, annotated, and processed image and video data** to develop a machine learning model with 80% precision for detecting non-helmet riders, and utilized OCR techniques to extract vehicle data, improving data analysis and decision-making accuracy.

EDUCATION

Trent University   **Peterborough, Ontario**

M.Sc. in Big Data Analytics   *Graduation Date: Jun 2024*

Navrachana University   **Vadodara, India**

B. Tech in Information Technology   *Graduation Date: May 2022*