

Maharshi Joshi

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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

Tools: Jupyter Notebook, GitHub, Microsoft Excel

Certifications: Career Essentials in Data Analysis by Microsoft and LinkedIn

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

WORK EXPERIENCE

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| Loaded Pierogi | Peterborough, ON |
| <i>Freelance Data Analyst</i> | <i>Oct 2024 – Nov 2024</i> |
| <ul style="list-style-type: none">Analyzed marketing efforts across Facebook marketing, coupon promotions, and offers on online delivery apps to uncover actionable insights, focusing on audience engagement and customer behaviors.Evaluated campaign performance metrics, including CTR, impressions, and coupon redemption rates, providing recommendations to optimize audience targeting and promotional strategies.Created detailed Excel reports summarizing trends in online orders, peak activity times, and menu preferences, supporting data-driven decision-making for marketing and delivery operations. | |

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| GG Solutions and Technologies | Vadodara, IN |
| <i>Data Science Intern</i> | <i>Jan 2022 - May 2022</i> |
| <ul style="list-style-type: none">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. | |

PROJECTS

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| Sales Performance Optimization Analysis / GitHub | |
| <ul style="list-style-type: none">Conducted sales performance analysis on CRM data (8K+ records) using Excel pivot tables, calculating KPIs such as winrate, 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. | |
| Revealing High-Value Target Customers / GitHub | |
| <ul style="list-style-type: none">Analysed customer behaviour 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. | |

EDUCATION

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| Trent University | Peterborough, Ontario |
| <i>M.Sc. in Big Data Analytics(GPA: 4.0/4.0)</i> | <i>Graduation Date: Jun 2024</i> |
| Navrachana University | Vadodara, India |
| <i>B. Tech in Information Technology(CGPA: 8.69/10)</i> | <i>Graduation Date: May 2022</i> |