# Mihir Devesh Dharaiya

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## EDUCATION

**Northeastern University** — Toronto, Canada
*Master of Professional Studies in Analytics* — *Sept 2023 – June 2025*

**Indus University** — Ahmedabad, India
*Bachelor of Technology in Computer Science* — *July 2019 – May 2023*

## EXPERIENCE

**Market Analyst Co-op** — Jan 2025 – Apr 2025
*Loblaw Companies Limited* — *Toronto, Canada*

- Leveraged Python and Large Language Models (LLMs) to automate web scraping and data cleaning for competitor price matching, significantly improving accuracy and operational efficiency.
- Conducted SQL analysis to uncover trends for category teams, enabling a strategic $3M+ beverage partnership.
- Analyzed customer purchasing behavior and generated product recommendations using SQL, enabling pricing strategies that boosted sales and enhanced engagement.
- Optimized complex Excel-based tools by refactoring VBA scripts, reducing computation time from 20+ minutes to under 1 minute and accelerating decision-making for the merchandising team.
- **Skills:** Python, LLMs, SQL, Excel, VBA, Macros, Git, Data Analysis, Retail Analytics, Automation

**Student Data Analyst** — Apr 2024 – June 2024
*Royal Canadian Institute for Science* — *Toronto, Canada*

- Directed a cross-functional initiative to migrate analytics infrastructure from Universal Analytics to Google Analytics 4, improving tracking accuracy by 25%.
- Evaluated web traffic and social engagement data, deriving insights that informed content strategy and drove a 30% increase in website traffic.
- Produced actionable dashboards and visual reports in Tableau through robust EDA, aligning recommendations with strategic business objectives.
- **Skills:** Google Analytics 4, Tableau, EDA, Python, SQL, Data Visualization, Social Media Analytics

**Data Analyst Intern** — June 2022 – Aug 2022
*Indus University* — *Ahmedabad, India*

- Spearheaded the development of a performance tracking platform for social media creators across YouTube, Twitter, and Instagram, enabling enhanced content strategies.
- Applied machine learning models for Twitter sentiment analysis using Python, automating insight generation and improving creator engagement by 10%.
- Designed interactive Power BI dashboards that empowered users to self-monitor performance, resulting in an 8% increase in online visibility.
- **Skills:** Python, Power BI, Machine Learning, Sentiment Analysis, Social Media Analytics, SQL

## PROJECTS

**TTC Subway Delay Prediction** | *Python, SQL, Machine Learning, EDA, Scikit-learn* — GitHub

- Developed a predictive system using supervised machine learning models to forecast subway delays, enhancing commuter planning and reducing delay impact by 15%.
- Conducted ETL and EDA to identify root causes of delays, transforming raw transit data into meaningful insights for city planners.

**Valorant Game Statistics Dashboard** | *Microsoft Power BI, Excel* — GitHub

- Designed and launched a Power BI dashboard that decreased scouting time by 8%, offering real-time insights on players across maps and agents.
- Analyzed over 80,000 tournament entries to uncover patterns in performance and strategic behaviors.

## TECHNICAL SKILLS

**Languages**: Python, SQL, R, Excel VBA
**Data Visualization & BI Tools**: Microsoft Power BI, Tableau, Looker, Microstrategy, Microsoft Excel, PowerPoint
**Machine Learning (Libraries)**: Pandas, Numpy, Matplotlib, Scikit-learn, NLP, LLMs
**Cloud & Big Data**: Google Cloud Platform (GCP), BigQuery, AWS, Teradata, Supabase