Shivani Malhotra
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Shivanimalhotra_Portfolio.com

PROJECTS/ACHIEVMENTS/CERTIFICATES

- Completed FreeCodeCamp's Data Analysis course, used Pandas, Matplotlib, Seaborn for cleaning data, statistical analysis, & visualization for Medical Data Visualizer, Demographic Data Analyzer and 3 other projects
- Completed Kaggle's Pandas and Data Visualization Courses, worked on statistical analysis and custom plot styles displaying Relationships, Distribution, and Trends
- 2024 Tableau Certified Data Analyst (data cleaning and preparation, data ETL, storytelling)   Feb'24
- Showcased my internship project titled "Determining cultural & Socio-economic antecedents of participation in Crowdsourcing contests" at the Open and User Innovation Conference (OUI) forum   21st June' 22
- Secured the **2nd position in the CIMA Case Championship**. Developed a market expansion strategy that included comprehensive market research of Asian countries and the construction of a robust financial model.   **May'21**
- **Ranked in the top 4.9%** among 1277 teams in X-Culture, leading research and strategy for La Teresita Tea Company's business expansion. Performed comprehensive market analysis, risk assessment, and strategy development within a diverse team environment.   **Dec'20**

WORK EXPERIENCE

Business Analyst, Paytm, Noida, India   Nov '22 – Oct'23

- Strategized and implemented RFM (recency, frequency, monetary) model based personalized marketing campaigns for more than 8 brands. Achieved results that contributed to generating more than **1Cr in revenue for Paytm**.
- Analyzed large transactional datasets to identify consumer shopping behaviors and sales trends. Developed comprehensive dashboards using Excel, PowerPoint, and Tableau to visualize key performance indicators, enabling data-driven decision making during monthly client meetings.
- Led cross-functional meetings with brand program stakeholders to gather and document business requirements, translating them into functional specifications to ensure alignment with project objectives and execution.
- Developed user stories tailored to distinct customer segments, subsequently analysed, and refined iteratively to define target audiences for strategic client campaigns.
- Collaborated with the UI/UX, development, and mobile app teams to enhance the brand's product dashboard, optimize the mobile app, and refine processes for targeted campaign effectiveness.

Research Analyst Intern, Graduate School of Business, Moscow, Russia   Feb'22- Mar'22

- Outlined the project variables, objective, and central research question. Compiled a dataset of 5267 contributors from HyveCrowd, and enriched it by sourcing additional variable data from third-party websites.
- Performed preliminary and descriptive analysis with SPSS and applied the fsQCA model in R studio to identify patterns and correlations in contributor behavior. Worked closely with Dr. Anja Tekic, Associate Prof at HSE, to optimize methodologies and enhance the accuracy of research outcomes.
- Conducted an in-depth literature review on the key factors influencing contributor performance in crowdsourcing contests, providing actionable insights for data analysis and research direction.
- The analysis revealed multiple combinations of cultural & economic factors that significantly drive high/low problem-solving skills among participants from different countries in crowdsourcing contests.

SKILLS/LANGUAGES

- **Technical Skills:** SQL (Advanced: JOINS, Subqueries, Window Functions), Python (pandas, matplotlib, scikit-learn, seaborn), Tableau, IBM SPSS, R, Miro, Notion, JIRA. **Microsoft Office:** Excel, Word, Power Point (Intermediate-Advance); **Data Analysis:** Data Wrangling, Cleaning, Statistical Modelling, Predictive Analysis, Dashboarding, ETL processes **Soft Skills:** Demonstrated strengths in Problem Solving, Critical thinking, and Adaptability.
- **Language Proficiency:** Advanced English C1 (**IELTS:7**); Russian (B1, Certificate 2024); Hindi (Native)

EDUCATION

Master's in International Management (GPA 8.21)	2020 – 2022
National Research University- Higher School of Economics	**Moscow, Russia**
Strategy & Organization Consultancy programme, (Exchange program)	2021-2022
EDHEC Business School	Lille, France
Bachelor's in Business Administration (GPA 8.06)	2016 – 2019
Graphic Era University	Dehradun, India