

# SAKSHI SHAW

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**Experienced Data Analyst at Rashmi Group** who spearheaded analytics automation, engineered ETL pipelines and optimized reporting using Python, SQL, Microsoft Excel and Power BI. Transformed complex datasets into actionable intelligence, boosted data accuracy, advanced tender analytics capabilities, and empowered strategic decision-making across business units. Adept at data modelling, KPI development, dashboard automation, and cross-functional collaboration to drive business growth.

## WORK EXPERIENCE

### Rashmi Group, Kolkata | Data Analyst

May 2025-Present

- Designed and implemented **Power BI Dashboards** for Tender and sales analytics, accelerating reporting workflow by **30%** and improving data accuracy by **20%**.
- Automated large-scale data collection from multiple tender portals using **Python**, boosting extraction speed by **80%** and reducing manual effort for cross-functional teams.
- Administered and standardized 200,000+ rows** of data from Excel and web sources using **Pandas** and **SQL**, cutting manual data preparation time by **40%** and improving data reliability.
- Collaborated with business development teams to **analyze tender and market data across 15+ states** to identify growth opportunities, insights led to strategies **that increased lead qualification efficiency by 25%**.
- Defined KPIs and performance metrics** for tender success, sales conversion ratios, and operational tracking, enabling data-driven decision support for leadership.
- Contributed to the development of an **automated tender-tracking system** to monitor live bids and document downloads, enhancing visibility and reducing tracking delays by **25%**.

## PROJECT

### E-Commerce Product Analysis and Automation (In Process)

- Currently developing an **end-to-end data analytics pipeline** using **Python** to scrape women's products from major **e-Commerce platforms**. This project will involve **ETL operations** and **data cleaning** using **Pandas**, **data modelling** and **querying data in SQL** and **designing interactive Power BI dashboards** to analyse pricing trends, customer sentiments and product performance analysis.

## SKILLS

- Programming Language and Database:** Python (NumPy, Pandas), SQL/MYSQL (SQL Joins, Window Functions, CTEs), Java, Excel (Pivot Tables, XLOOKUP, Power Query)
- Data Analytics & Visualization:** Power BI (DAX, Power Query), Tableau, KPI Design, Dashboard Development
- Web Scraping and Data Automation:** ETL pipeline development, Selenium, BeautifulSoup
- Machine Learning:** Regression, Classification, Clustering, Feature Engineering, Model Evaluation (Train/Test Split, Cross-Validation), algorithm implementation
- Statistical Analysis:** Descriptive and Inferential Statistics, Hypothesis Testing, A/B Testing, Statistical Testing
- Tools / Platforms:** Jupyter Notebook, VS Code, Google Colab

## EDUCATION

### Master of Computing Applications

Amity University Noida

2025-2027

### Bachelors of Science in Data Science

NSHM Knowledge Campus Kolkata

2022- 2025

## CERTIFICATIONS

- Google Data Analytics | Google
- Accenture Data Analytics and Visualization | Accenture
- Data Visualization | Tata Group
- Mathematics of Machine Learning | IIT Kharagpur

## ACHIEVEMENTS

- Participated in **Hackathon**
- Secured **1<sup>st</sup> Position** on **Theme Walk** at MAKAUT and **2<sup>nd</sup>** on **Fashion Show** at SVU
- Volunteered as an Executive Member at **Analytics Global Conference**
- Won **NPL 2024 Cricket Tournaments**, Received the **Best Bowler Award (Female)**