Shalini Veerabhadraiah

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Analytical and detail-oriented Data Analyst with 3+ years of experience turning complex digital data into actionable insights. Skilled in SQL, Python, Power BI, Tableau, and A/B testing, with a strong understanding of customer journey analytics, digital optimization, and data visualization. Adept at collaborating cross-functionally with product, UX, and digital experience teams to drive data-driven decision-making and improve business performance across web and mobile app platforms.

EDUCATION

DePaul University | Chicago,
Master's in Computer Science (Data Science specialization)   **Jan 2024 – Nov 2025**
Applied Algorithms and Structures, Principles of Database Systems, Artificial Intelligence, Data Analysis and Regression, Object-Oriented Software Development, Mining Big Data, Programming Machine Learning Applications, Advanced Machine Learning.

TECHNICAL SKILLS

- **Languages:** Java, Python, SQL, R.
- **Analytics Tools:** Power BI, Tableau, Oracle, Looker, Excel (Advanced), Alteryx, Adobe Analytics, Google Analytics
- **Technologies:** DAX, Power Query, ETL, Pandas, NumPy, Scikit-Learn, PyTorch, TensorFlow, Hadoop, Azure, Google Cloud, Qualtrics.
- **Core Skills:** A/B Testing, Predictive Modeling, Data Manipulation, Exploratory Data Analysis, Data Modeling, Data Storytelling, Dashboard Development, Statistical Analysis, KPI Reporting, Problem-Solving, Excellent verbal and written communication skills.

WORK EXPERIENCE

Assessment and Evaluation Intern | DePaul University, Chicago, IL   **Mar 2025 – Jun 2025**
- Designed and distributed the Sexual Misconduct Campus Climate Survey using Qualtrics, ensuring question clarity, accessibility, and data quality for large-scale student assessment initiatives within the Division of Student Affairs.
- Analyzed and interpreted more than 2000+ de-identified responses using quantitative and qualitative research methods, producing 10+ interactive visualizations and summary dashboards in Excel to communicate key findings.
- Created comparative reports between previous and current survey years, identifying **15%** changes in awareness and reporting trends, and delivering actionable insights that informed institutional policy decisions and student well-being initiatives.

Data Analyst | Avartana Electech, Bengaluru, India   **Mar 2022 – Nov 2023**
- Identified, analyzed, and interpreted patterns from over 500+ complex data sets using SQL, and Python (Pandas, NumPy), providing actionable insights that supported data-driven decision-making and optimized operational performance.
- Developed 15+ interactive dashboards using Power BI and Tableau, enabling stakeholders to track KPIs, energy trends, and financial performance, increasing data accessibility by 30%. Presented findings to cross-functional teams, translating complex analyses into clear business insights.
- Conducted comprehensive analyses of solar panel performance data, evaluating energy production, efficiency, and degradation rates to optimize maintenance schedules and ensure maximum output.

Junior Analyst | Razorpay, Bengaluru, India   **Feb 2021 – Mar 2022**
- Monitored daily, weekly, and monthly team productivity by exporting data from Freshdesk and creating automated Excel reports with Pivot Tables and interactive charts, improving visibility of key performance metrics and reducing manual tracking by 30 %.
- Reviewed and analyzed customer identification documents for onboarding and periodic reviews, ensuring compliance with KYC standards and reducing fraud risk during merchant onboarding.
- Collaborated with cross-functional teams to streamline KYC onboarding workflows, cutting average case review time by 20%. Performed data validation and anomaly detection to ensure high data quality for experimentation and reporting.

PROJECTS

Fraud Detection using Machine Learning with Python
- Built a Python-based fraud detection system using machine learning, achieving 94% accuracy. Implemented data preprocessing, feature engineering, and model evaluation with Pandas and Scikit-learn. Deployed the trained model through a Streamlit web application to enable real-time prediction and model validation.

LinkedIn Profile Data Analysis and Visualization | DePaul University (ETL, MySQL, Power BI)
- Developed an ETL process to extract and load LinkedIn profile data into a data mart, ensuring referential integrity across multiple sections (demographics, education, experience, etc.). Designed interactive visualizations in Power BI with search capabilities, enhancing data accessibility and analytical insights.

Diabetes Risk Prediction using Machine Learning with Python
- Built a supervised machine learning model using Random Forest and Logistic Regression to predict the likelihood of Type 2 diabetes based on patient data (e.g., glucose, BMI, age), achieving 85% accuracy on the Pima Indians Diabetes dataset, performed data cleaning, feature scaling, model tuning, and evaluation using ROC-AUC and F1-score.