

SHANDHINI

BUSINESS ANALYST

CONTACT

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SKILLS

- Python
- SQL
- Statistics
- Tableau
- Power BI
- Excel
- Predictive analytics

EDUCATION

Masters in Business Analytics Course with Digital Marketing

GUVI Geek

June 2024 - October 2024

Bachelor of Business Administration

VIT University

May 2017 - Apr 2020

CERTIFICATION

- MySQL- GUVI
- Microsoft Excel and statistics- GUVI
- Visualization by power BI - GUVI
- Tableau -GUVI
- Python- GUVI
- Google analytics-GUVI
- Predictive analytics- GUVI
- SEO audit-GUVI
- Digital marketing- GUVI

PROJECTS

SWIGGY Analysis

Tools used: Power BI

Developed a comprehensive Power BI dashboard with detailed insights into restaurant performance. Provided recommendations for operational improvements and market strategies.

Disney+Hotstar Data Analysis

Tools used: Power BI, Tableau

Created interactive visualizations using Power BI and Tableau to analyze trends and patterns in the movie industry. Delivered a detailed report with insights for strategic planning.

Soccer Player Performance Analysis

Tools used: MySQL, Excel, Power BI

Analyzed soccer player performance data and created an Excel dashboard with Power BI visualizations. Identified key performance trends and patterns, delivering actionable insights.

Comprehensive SEO Audit & Optimization for Organic Traffic Growth

Tools used: SEO Meta One Click, Website Page Speed Test, SEO Page Analyzer, Backlink Checker

Conducted a full SEO audit, delivering comprehensive reports and strategic plans. Provided guidance for ongoing SEO improvements to enhance organic traffic and web performance.

Crafting Compelling Web Presences

Tools used: SEO Meta One Click, Website Page Speed Test, SEO Page Analyzer

Applied website design best practices to improve companies' web presence and digital marketing effectiveness.

Myntra Analysis

Tools used: Power BI, Tableau

Analyzed Myntra's brand perception and customer sentiment through social media and reviews. Provided insights into market trends and offered strategic recommendations for market position improvement.

Data Analytics Tools used:

Python, Power BI, Microsoft Excel, MySQL, Tableau, Google Analytics, SEO Audit

EXPERIENCE

Credit Analyst

Ford Motor Company

January 2023 – Present

- Managed accounts receivable, payable, and contract handling for various clients.
- Conducted analyses for new credit requests, change requests, and annual reviews.
- Led the Reposition process, coordinating reposessions and auctions for defaulters.
- Assisted in FLEE process to calculate extended lease amounts and terminate contracts post payment.