SHATAKSHI SINGH

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WORK EXPERIENCE

Amazon Web Services (AWS) Seattle, WA

Business Data Analyst Mar 2024-Present

- Architected a self-service Marketing Intelligence Portal by conducting 25 stakeholder interviews and integrating AWS QuickSight and SQL, reducing data access time by 40% and scaling analytics for 3.5k users to deliver actionable insights supporting strategic marketing initiatives.
- Standardized 50+ dashboards and KPIs through comprehensive pain-point analysis and streamlined workflows using Power BI and ETL processes, improving cross-department collaboration and eliminating redundant reporting.
- Enhanced user adoption by developing detailed personas and journey maps applying UX research and Figma prototyping, expediting wireframe sign-off by three months and boosting stakeholder engagement by 25%.

CWAVE Solutions Exton, PA

Data Analyst Intern May 2024–Aug 2024

- Designed and deployed interactive Power BI dashboards with custom data models and automated refresh, enhancing visualization of cybersecurity metrics and reducing manual reporting time by 30%, thus accelerating executive decision-making.
- Built scalable distributed ETL pipelines in Databricks using Delta Lake and PySpark to consolidate SIEM logs from five sources, boosting reporting speed by 40% and delivering precise security insights across teams.
- Performed anomaly detection and SQL window function analyses on 100K+ access logs, collaborating with Security Analytics to establish KPIs and source-to-target data mappings, enhancing audit readiness and risk management.

Pennsylvania State University Malvern, PA

Research Data Analyst Sep 2023-Dec 2024

- Applied advanced statistical techniques including Random Forest and XGBoost on large aircraft engine datasets to identify key maintenance predictors, reducing projected costs by 15% and improving reliability metrics.
- Developed machine learning pipelines leveraging telematics and sensor data to optimize predictive maintenance scheduling, decreasing unscheduled downtime by 15% and enhancing operational efficiency.

LG Electronics Noida, India

Data Analyst Intern Jun 2022-Dec 2022

- Extracted, cleaned, and pre-processed 50K+ customer reviews from Amazon and Flipkart using Python libraries (pandas, NLTK, SpaCy), preparing data for NLP analysis and actionable insights generation.
- Implemented text mining and deep learning models (SVM, CNN, LSTM) to classify sentiments and predict product ratings that informed UX improvements and feature enhancements.
- Translated predictive NLP model results into strategic product recommendations contributing to an 18% increase in customer satisfaction across LG's e-commerce platforms.

PROJECT EXPERIENCE

E-commerce Trend Analysis

- Performed exploratory data analysis on 3K U.S. e-commerce transactions using Python to identify key sales and profit trends by product category, discount, and customer segment driving organizational growth strategies.
- Designed comprehensive Tableau dashboards visualizing KPIs such as sales volumes, profit margins, and shipping modes to

empower executives with rapid, data-driven decision-making capabilities.

Customer Churn & Retention Dashboard
- Built interactive Power BI dashboards incorporating SQL and Python data queries to monitor churn rate and ARPU, reducing manual reporting efforts by 40% and enhancing transparency on critical retention metrics.
- Executed in-depth cohort analysis and customer segmentation with SQL and Python to identify high-risk groups, enabling targeted retention strategies that decreased projected churn by 18%.

EDUCATION

The Pennsylvania State University Malvern, PA

Master of Data Analytics Graduation Date: Dec 2024

- Specialization in Big Data Systems
- Awarded the Warren Musser Fellowship

SKILLS & INTERESTS

Programming & Data Languages: Python, R, Java, C/C++, MATLAB, SQL, PostgreSQL

Data & BI Tools: Power BI, Tableau, Excel, Databricks, Azure Data Factory, Qlik, AWS QuickSight, Google BigQuery, Oracle Analytics

Development & Cloud Platforms: Git, GitHub, Apache Spark, Jarvis Data Lake, AMPS

Analytics & Modeling Techniques: Data Analysis, Statistical Techniques, Data Visualization, Machine Learning, Natural Language Processing (NLP), ETL, Feature Engineering, Data Modeling, Dashboard Development

Design & Productivity: UI/UX Design, Figma, Microsoft Office (Excel, Word, PowerPoint)

Certifications: Microsoft Certified: Power BI Data Analyst Associate – Mar 2025, Google Cloud – Cloud Digital Leader – Nov 2024, Oracle Analytics Cloud Professional – Oct 2025