

# SHATAKSHI SINGH

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## WORK EXPERIENCE

Amazon Web Services (AWS) Seattle, WA

Business Data Analyst Mar 2024–Present

- Designed and deployed a self-service Marketing Intelligence Portal by collaborating with 25 cross-functional stakeholders, integrating SQL data sources and AWS QuickSight visualizations which accelerated strategic data-driven decision making and reduced data retrieval time by 40% for 3,500 users.
- Enhanced organizational reporting efficiency by standardizing and consolidating 50+ disparate dashboards, applying ETL processes and Power BI visualization techniques which elevated key metric clarity by 30% and eliminated redundant data workflows across departments.
- Improved user engagement by 25% and shortened project delivery by 3 months through user persona development, journey mapping, and iterative wireframing with UX best practices, Figma prototyping, and agile project coordination.

CWAVE Solutions Exton, PA

Data Analyst Intern May 2024–Aug 2024

- Created dynamic Power BI dashboards with customized data models and automated data refresh pipelines which improved visualization of cybersecurity metrics and reduced manual reporting efforts by 30%, empowering leadership with real-time insights.
- Built robust ETL pipelines in Databricks using PySpark and Delta Lake technology to consolidate security event data from five diverse sources, enhancing data integration speed by 40% and ensuring consistent metric accuracy.
- Applied advanced SQL window functions and anomaly detection algorithms to analyze 100,000+ access logs, working closely with Security Analytics to define data KPIs and develop comprehensive source-to-target mappings which bolstered audit compliance and threat identification.

Pennsylvania State University Malvern, PA

Research Data Analyst Sep 2023–Dec 2024

- Applied rigorous statistical validation and ensemble machine learning models (Random Forest, XGBoost) on aircraft engine telemetry datasets which revealed predictive maintenance indicators, contributing to a 15% reduction in operational costs and enhanced system reliability.
- Developed an end-to-end machine learning pipeline automating sensor data processing and predictive analytics which optimized maintenance scheduling and reduced unscheduled downtime by 15%, facilitating proactive operational improvements.

LG Electronics Noida, India

Data Analyst Intern Jun 2022–Dec 2022

- Processed and cleansed over 50,000 customer reviews from e-commerce platforms using Python (pandas, NLTK, SpaCy) preparing structured datasets which supported accurate sentiment and text analysis pipelines.
- Developed and deployed text mining and deep learning models including SVM, CNN, and LSTM architectures to automatically classify sentiments and predict product ratings, which surfaced actionable behavioral patterns for UX and product enhancements.
- Delivered insights from NLP-based predictive workflows that influenced product strategy leading to an 18% increase in customer satisfaction for LG's online product portfolio.

## PROJECT EXPERIENCE

E-commerce Trend Analysis

- Performed exploratory data analysis on 3,000+ US e-commerce transactions using Python to identify key sales and profit trends by product categories, discount levels, and customer segments which flagged underperforming areas and growth opportunities across regions.

- Developed interactive Tableau dashboards that effectively visualized critical KPIs such as sales volume, profit margins, and shipping performance, facilitating faster executive decision-making on pricing and logistics strategies.

#### Customer Churn & Retention Dashboard

- Constructed comprehensive Power BI dashboards integrating SQL and Python data queries to track retention metrics including churn rate and average revenue per user, reducing manual reporting time by 40% and enhancing executive analytics capability.
- Conducted cohort and segmentation analyses using SQL and Python to identify high-risk customer groups, enabling targeted retention initiatives that successfully decreased projected churn rates by 18%.

## EDUCATION

The Pennsylvania State University Malvern, PA

Master of Data Analytics Dec 2024

- Specialization in Big Data Systems

- Awarded the Warren Musser Fellowship

## SKILLS & INTERESTS

**Data Analysis & Visualization Tools:** Power BI, Tableau, AWS QuickSight, Excel, Databricks, Google BigQuery, Oracle, Qlik

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

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

**Analytics & Techniques:** Data Analysis, Statistical Techniques, Data Visualization, ETL, Machine Learning, NLP, Feature Engineering, Dashboard Development, Data Modeling

**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 2025 Professional – Oct 2025