linkedin.com/in/shinyporwal
shinyporwal.github.io

# SHINY PORWAL

(213) 675-2895
shinyporwal@gmail.com

## EDUCATION

**Masters in Information Systems, GPA: 3.70**     **California State University, Long Beach (CSULB)**     **August 2023-Present**
Coursework: Database Management Systems, System Analysis and Design, Machine Learning for Business Analytics
**Masters in Supply Chain, GPA: 3.70**     **Coventry University, England**     **August 2019-September 2022**
**Bachelors in Business Administration, CGPA: 94.02**     **K L University**     **June 2016-July 2019**

## SKILLS

**Python, R, SQL | AWS | Alteryx, Tableau, PowerBI, Excel, Google Data Studio, Amazon Quicksight, SPSS, Jupyter Notebook| Git | PostgreSQL, MySQL | Pandas, Numpy, Seaborn, Matplotlib, Scikit-learn, Django| Microsoft Suite, Canvas| Agile, Jira, SmartSheet**

## EXPERIENCEs

**California State University, Long Beach**     **Research Assistant**     **January 2024-Present**
- Conducting comprehensive analysis of global supply chain operations in the electronics industry, focusing on the Port of Long Beach, to optimize efficiency and resilience.
- Strengthening supplier relationships as key strategy to ensure a robust, adaptable supply chain, enhancing collaboration, efficiency.
- Applying advanced research methodologies, data analysis tools to inform strategic decisions, resulting in supply chain efficiency.

**Shantilal and Company, India**     **Business Intelligence Lead**     **October 2021-July 2023**
- Boosted lead conversion rate 15% by conducting predictive modeling to identify customer propensity and guide sales outreach.
- Strengthened customer segmentation by 20% through k-means clustering of behavioral data to tailor engagement campaigns.
- Automated reporting through BI tools, providing self-service analytics and reducing manual reporting time by 30%.
- Founded peer mentorship program for analysts, enhancing skills development, team collaboration and knowledge sharing.
- Administered end-to-end flowcharts of customer onboarding process, identifying redundancies, reducing onboarding time by 20%.
- Communicated quarterly release plans, product roadmaps to executives and customers, ensuring alignment on strategic priorities.

**Shantilal and Company, India**     **Business Analyst**     **October 2020-September 2021**
- Achieved customer retention 15% by identifying churn risk factors through predictive modeling, team motivation and teamwork.
- Partnered with marketing team, boosting customer lifetime value 15% through exploratory analysis of customer journeys.
- Reduced operational cost 20% with regression analysis to reveal process inefficiencies and quantify cost-saving opportunities.
- Managed product backlog using weighted scoring model accounting ROI, time to market, customer request to 22% faster delivery.
- Spearheaded creation of Tableau dashboards to evaluate pricing, increasing sales by 10% and decreasing errors by 25%.
- Refined product development cycle 25% through customer usage data-assessment analysis, negotiation, and task delegation.

**Twills, India**     **Inventory and Sales Analysis Intern**     **May 2017-August 2017**
- Managed on-time payments 20% via regression analysis of payment, order, and seasonal trends optimizing billing process.
- Cut overstock 15% by building time series forecast model of past sales, inventory, and product seasonality to predict demand.

**Pantaloons, India**     **Customer Experience and Organizational Development Intern**     **May 2016-July 2017**
- Supervised customer loyalty engagement 30% interpreting program metrics, enhancing rewards offerings and peer relations.
- Developed sales conversion rate 15% through employee training in active listening, and customer relationship management.

## PROJECTS

**Animal Shelters Data Analysis Report**
- Analyzed datasets using SPSS to explore trends improving adoption by 40%, lowering euthanasia by 30%, and progressing welfare.
- Developed Tableau dashboards communicating insights and regression models determining factors expediting animal placements.

**Black Friday Analysis**
- Leveraged Python to analyze transaction data, identifying top revenue drivers, customer segments to optimize future promotions.
- Demonstrated analytical findings and proposed strategy projecting 10% increase in holiday sales.

**Contact Management System**
- Applied contact DB CRUD operations with input validation, search - confirm dialogs, and customized UI for a better experience.
- Validated data integrity through input validation and normalization enhancing system capabilities.

**Data Mart Analysis**
- Investigated sales impact of ecofriendly packaging via SQL to communicate business benefits of sustainability at a grocery store.
- Presented on Data Mart's sustainability KPIs enabling data-driven business decision making and ROI for executives.

## ACTIVITIES AND LEADERSHIP

- **Intercultural Diplomat Member, CSULB 2024:** Cultivated cross-cultural knowledge and understanding in K-12 students through interactive presentations and organized activities.
- **Best Design Award, Alteryx Datathon - December 2023:** Recognized for innovative data visualization design using Alteryx, Tableau, and PowerPoint at Alteryx Datathon.
- **Beach Pride Events Council Member, CSULB, 2023-2024:** Planned and executed over 85 engaging events as part of council to promote school spirit and community using scrum, canvas for marketing and collaborating with cross-functional clubs
- **Meet the Industry Expo (MIE) Chair, Associated Business Students Organization Council, CSULB 2023-2024:** Led extensive planning and coordination of career expo connecting 300+ business students with corporate recruiters.
- **Press, Grace Hopper Conference 2023:** Selected by conference organizers for press team to provide on-site coverage of world's largest event for women in computing.