Shiny Porwal

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TECHNICAL SKILLS

Languages: Python, R, JavaScript, C, SQL, HTML, CSS
Libraries: Pandas, Numpy, Seaborn, Matplotlib, Beautiful Soup
Databases and Tools: MS SQL Server, Tableau, Power BI, AWS, PostgreSQL, Git, VS Code, Eclipse, IntelliJ, Jupyter Notebook, Word, Excel, Visio, PowerPoint, IBM SPSS, Alteryx

WORK EXPERIENCE

Shantilal & Company, Vijayawada, India | *Business Analyst*   **October 2020-July 2023**
- Elevated sales forecasting accuracy 25% by analyzing customer data to identify high-value segments and optimize targeting.
- Broadened customer lifetime value 15% through exploratory analysis of customer journeys, informing personalized marketing.
- Boosted lead conversion rate 15% by conducting predictive modeling to identify customer propensity and guide sales outreach.
- Enabled data-driven pricing strategies by designing Tableau dashboards visualizing competitive pricing data and price elasticity.
- Reduced operational costs 20% with regression analysis to uncover process inefficiencies and quantify cost-saving opportunities.
- Expanded customer reach by 30% through targeted social media campaigns guided by audience analytics.
- Directed 20% greater marketing ROI by optimizing budgets based on analysis of campaign performance data.
- Upscaled customer retention 15% by identifying churn risk factors through predictive modeling.
- Refined product development cycles by 25% through analysis of customer usage data and assessment.
- Expanded brand awareness by 30% through data-driven social media engagement strategies.

Twills, Vijayawada, India | *Inventory and Sales Analysis Intern.*   **May 2017-August 2017**
- Progressed on-time payments 20% through regression analysis of payment, order, and seasonal trends to optimize billing process.
- Cut overstocked 15% by building time series forecast models of past sales, inventory, and product seasonality to predict demand.
- Forecasted demand with 85% accuracy by applying statistical methods to sales data, inventory levels, and industry trends.
- Automated inventory management processes, reducing overhead costs by 25%.
- Minimized procurement costs 15% by leveraging demand forecasting insights to optimize vendor contracts.

Pantaloons, Vijayawada, India | *Customer Experience and Organizational Development Intern*   **May 2016-July 2016**
- Enriched customer satisfaction 25% through timely query resolution informed by feedback analysis.
- Increased team motivation 15% by optimizing schedules based on customer traffic data.
- Accelerated customer loyalty engagement 30% by analyzing program metrics and enhancing rewards offerings.
- Lowered customer complaint rate by 20% through early issue identification from sentiment analysis.
- Decreased employee onboarding time 20% by analyzing training data to optimize learning programs.
- Developed sales conversion rates 15% through multivariate testing of webpage content revealed by web analytics.

PROJECTS

Road Accident Analysis | *SQL, Power BI, Tableau, Excel* | View Project   **June 2023-July 2023**
- Unified data from multiple sources into comprehensive dataset to enable robust accident trend analysis.
- Built interactive dashboards improving road fatality KPI visibility 25%, supporting targeted initiatives reduced accidents 15%.

HR Analytics Dashboard | *SQL, Power BI, Tableau, Excel* | View Project   **June 2023-July 2023**
- Intensified data accuracy by 25% via SQL ETL, enabling robust analytics for employee insights.
- Compiled interactive Tableau dashboard improving visibility into workforce metrics 15% and guiding talent programs.

Diwali Sales Analysis | *Python Data Extraction and Visualization* | View Project   **May 2023-June 2023**
- Uncovered 15% cost savings through Python sales data analysis, optimizing inventory levels using libraries like Matplotlib, Numpy.
- Hiked Diwali revenue 10% via exploratory analysis in Python, informing pricing strategies.

LEADERSHIP EXPERIENCE

Beach Pride Events Council, Associated Students Inc., CSULB | *Council Member*   **November 2023 - Present**
- Led planning for 25+ events by analyzing participants response data to identify popular activities, resulting in 15% higher turnout.
- Drove efficiencies by creating itemized budgets for each event, enabling teams to deliver programming 25% under budget.

Associated Business Students Organization Council, CSULB | *Meet the Industry Expo Chair*   **August 2023 - Present**
- Grew career expo attendance 30% by analyzing student survey data to refine event marketing and better target sponsor outreach.
- Ensured smooth event operations by leading a team of 15+ volunteers, providing training and clear directives.

Grace Hopper Conference | *Content Creator*   **September 2023**
- Created engaging LinkedIn content in partnership with GHC, increasing conference visibility and awareness of its motto.
- Optimized content by analyzing audience demographics and campaign metrics, boosting organic traffic 45% during conference.
- Amplified audience reach 10X through data-driven content optimization and social listening.

EDUCATION

California State University, Long Beach, California   **Expected: May 2025**
Master of Science in Information Systems

Coventry University, Coventry, England   **September 2020**
Master of Science in Supply Chain Management and Logistics