

Shiny Porwal

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EDUCATION

California State University, Long Beach, California

MAY 2025

Master of Science in Information Systems

GPA: 3.85/4.00

Coventry University, Coventry, England

SEP 2020

Master of Science in Supply Chain Management and Logistics - Innovation Scholarship Award

GPA: 3.50/4.00

Koneru Lakshmaiah University, Vijayawada, India

JUL 2019

Bachelors in Business Administration

GPA: 9.40/10.00

EXPERIENCE

Shantilal & Company, Vijayawada, India | Business Intelligence Lead

OCT 2021 - JUL 2023

- Partnered with marketing team, boosting customer lifetime value 15% through exploratory analysis of customer journeys.
- Boosted lead conversion rate 15% by conducting predictive modeling to identify customer propensity and guide sales outreach.
- Directed 20% greater marketing ROI revising budgets based on campaign performance data analysis and team collaboration.
- Achieved customer retention 15% by identifying churn risk factors through predictive modeling, team motivation and teamwork.

Shantilal & Company, Vijayawada, India | Business Analyst

OCT 2020 - SEP 2021

- Reduced operational cost 20% with regression analysis to reveal process inefficiencies and quantify cost-saving opportunities.
- 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, Vijayawada, India | Inventory and Sales Analysis Intern

MAY 2017 - AUG 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, Vijayawada, India | Customer Experience and Organizational Development Intern

MAY 2016 - JUL 2016

- 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 | SPSS, PowerPoint, Tableau | [View Project](#)

OCT 2023 - DEC 2023

- Analyzed datasets to explore trends improving adoption by 40%, lowering euthanasia by 30%, and progressing welfare.

Contact Management System | Django, Python, Database Management | [View Project](#)

OCT 2023 - DEC 2023

- Applied contact DB CRUD operations with input validation, search - confirm dialogs, and customized UI for a better experience.

Data Mart Analysis | SQL, PowerPoint | [View Project](#)

SEP 2023 - OCT 2023

- Reviewed sales impact of ecofriendly packaging via SQL to communicate business benefits of sustainability at a grocery store.

Life Expectancy Analysis | PowerBI | [View Project](#)

JUL 2023 - SEP 2023

- Uncovered valuable health insights, declining 20% community health disparities, and improving healthcare resource allocation.

Superstore Analysis | Tableau | [View Project](#)

JUN 2023 - JUL 2023

- Displayed purchasing trends, unearthing revenue-driving insights increased overall sales by 15% within first quarter.

ACTIVITIES & LEADERSHIP

Intercultural Diplomats, CSULB | Member

JAN 2023 - Present

Best Design Award, Alteryx | Datathon

DEC 2023

Beach Pride Events Council, Associated Students Inc., CSULB | Council Member

NOV 2023 - Present

Associated Business Students Organization Council, CSULB | Meet the Industry Expo (MIE) Chair

AUG 2023 - Present

Grace Hopper Conference, Media Team | Content

SEP 2023

SKILLS

Languages

Python, R, SQL, HTML

Framework & Libraries

Pandas, Numpy, Seaborn, Matplotlib, Beautiful Soup, TensorFlow, Scikit-learn, PyTorch, Django

Data Management

MS SQL Server, AWS, PostgreSQL

Tools

Tableau, PowerBI, Git, VS Code, Jupyter Notebook, Google Data Studio, Amazon QuickSight, Microsoft Office, SPSS, Alteryx, Canvas