

SHITAL YADAV

[Portfolio](#)

Data Scientist | 3+ Years of Experience

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📍 Ahmedabad, India

EXPERIENCE

Sales Data Analyst

📅 Feb 2024 – Sep 2024

Bajrang Developers

- Analyzed client requirements and market trends to negotiate flat prices, optimizing sales strategies and ensuring competitive pricing.
- Collaborated with the DSA team to streamline loan documentation and processing, ensuring data accuracy and timely approvals for clients.
- Designed Conducted post-sale analysis to track customer satisfaction and feedback, using google sheet insights to refine property offerings and sales processes.
- Utilized CRM data to identify sales patterns, customer preferences, and business opportunities, contributing to meeting and exceeding sales targets.
- Developed and maintained reports to monitor key sales metrics and provide actionable insights for business growth.
- **Technologies Used:** Google Sheets, Microsoft Excel, Power BI, SQL, Google Analytics etc.

Quality Assurance Analyst

📅 Jan 2021 – Aug 2023

Ascendum KPS Pvt Ltd

- Analyzed and validated mortgage documents to ensure data accuracy and compliance with company standards, utilizing data verification techniques.
- Conducted call audits, evaluating inbound and outbound calls between loan officers and borrowers for quality assurance and identifying areas for process improvement.
- Utilized data analysis tools to generate detailed reports on document checks and call audits, providing actionable insights to the team leader for performance evaluation and process optimization.
- Tracked performance metrics and trends to identify patterns in document discrepancies and call handling, contributing to the enhancement of team efficiency.
- **Technologies Used:** Microsoft excel, Data visualization, CRM software, Quality Assurance software etc.

TECHNICAL SKILLS

Python	NLP	Sentiment Analysis
NumPy	Matplotlib	Text Preprocessing
Keras	TensorFlow	Data Validation
Pandas	LLM	Google Sheets
Seaborn	Pivot Table	Advanced Excel
SQL	Deep Learning	Data Visualization

PROJECTS

1. NLP-Based Sentiment Analysis for Social Media Data

- Implemented a sentiment analysis pipeline using Logistic Regression to classify Twitter posts into positive, negative, and neutral sentiments, employing NLP techniques such as tokenization, lemmatization, and stop word removal.
- Performed text preprocessing and feature extraction using TF-IDF (Term Frequency-Inverse Document Frequency) to convert raw tweet data into numerical features for model training.
- Evaluated model performance using metrics like accuracy, precision, recall, F1-score, and confusion matrix, and visualized sentiment distributions and word frequency patterns using matplotlib, seaborn, and word cloud techniques.

2. Aircraft Fleet Operations

- Analyzed aircraft fleet operations data to enhance occupancy rates and maximize profitability, leveraging insights for optimizing a diverse fleet's performance.
- Utilized SQLite3 as the database and executed complex SQL queries in Jupyter Notebook for insights on route optimization, customer trends and dynamic pricing strategies.

3. Ecommerce Sales Analysis

- Conducted an in-depth SQL-based analysis of the Target Retail Dataset to derive actionable insights on sales trends, customer behavior, and product performance, driving data-informed business strategies.
- Designed advanced SQL queries on the Target Retail Dataset to address business problems such as retention rates, sales growth, and seller rankings.

4. Power BI Blinkit Analysis Dashboard

- Created an interactive Power BI dashboard analyzed sales and outlet performance, identifying Tier 3 cities as top performers with \$472.13K in sales.
- Evaluated product trends, highlighting low-fat products as top sellers with \$425.36K and an average rating of 3.9.

EDUCATION

B.Tech. (ECE)

8.0 CGPA

Gujarat Technological University

📅 2019

Post Graduation (Data science)

Purdue University, Indiana

📅 2023