

SHIVAM MISHRA

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TECHNICAL SKILLS

Programming Languages: Python, Pandas, NumPy, SQL.

Spreadsheet Software: Excel, Google Sheets.

BI and Visualization Tools: Tableau, Power BI, Looker Studio

Development and Collaboration Tools: VS Code, Google Colab, Google Docs, Git, Github.

Marketing Analytics: RFM Modeling, Funnel Optimization, Social Media Analytics, Customer Segmentation.

PROJECTS

FlavorUp Cloud Kitchen Network Analysis | EDA, Google Sheets , Looker Studio | GitHub Mar 2025

- Conducted **order trend and delay analysis** using **Google Sheets (Pivot Tables)**, identifying a **48.57% delay rate**, with **Marathahalli (80.71%)** and **Whitefield (72.68%)** having the highest delays.
- Developed interactive dashboards in **Looker Studio** and **Google Sheets**, visualizing **peak vs. non-peak orders**, **location-wise delays**, and **cancellation impact 31,010 revenue loss**.
- Provided **data-driven recommendations** to management, emphasizing the need to **re-evaluate standard preparation times** and **optimize delivery operations** for improved efficiency.

Customer Engagement Analysis for StreamFlix | EDA, Google Sheet , Tableau | GitHub Feb 2025

- Executed RFM-based customer segmentation in **Google Sheets**, improving customer **re-engagement by 20%**.
- Developed an interactive **Tableau dashboard**, optimizing personalized marketing by **increasing engagement of 15%**.
- Analyzed customer engagement trends across **7 segments**, leveraging data visualization, customer behavior insights, and business intelligence to enhance retention, contributing to a **10% reduction in churn rate**.

Power BI Digital-Marketing Performance Analysis | Power BI, DAX , ETL | GitHub Jan 2025

- Built an interactive **Power BI** dashboard to track **digital marketing** performance (Facebook, Instagram, Pinterest) with key metrics like engagement, conversion rates, **ROAS**, and **ROI**, using dynamic **filters** for analysis.
- Used **Power Query** for **ETL** to clean and integrate multi-channel data for accurate campaign insights
- Created three reports - **Overall**, **Monthly**, and **Detailed campaign** analysis with **KPI-driven insights** for **ROAS** and optimization, using filters for **dynamic data exploration**.

Experience

AlphaMetrics International Pvt. Ltd.

Jan 2024 – Mar 2025

Market Research Analyst

New Delhi, India

- * Conducted **primary and secondary research** to analyze **market dynamics**, **consumer behavior**, and competitive landscapes across **B2B and B2C sectors**, supporting data-driven strategies.
- * Managed and tested **50+ research projects** with **90% accuracy**, ensuring high-quality data insights for stakeholders.
- * Organized and structured **secondary research findings**, streamlining processes and improving team efficiency by **20%**.

Technex IIT BHU

Aug 2022 – Oct 2022

Data Analyst Intern

Remote

- * Performed **Exploratory Data Analysis (EDA)** and created insightful visualizations using **Matplotlib** and **Seaborn** to drive data-driven decisions.
- * Utilized **Python**, **Pandas** and **NumPy** for data cleaning and preprocessing, resulting in a **40% reduction** in data errors.
- * Conducted statistical analysis using **Machine Learning** techniques, including **Linear** and **Logistic Regression**, to validate data insights.

EDUCATION

Punjab Technical University

Sep 2020 – Jun 2024

Bachelor of Technology in Electronics and Communication Engineering CGPA:8.7

Punjab, India