SHIVAM MISHRA

Gurugram, Haryana

📞 +91-9119672194 ✉ sm8954223@gmail.com in Linkedin Github Portfolio

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:8.4***   *Punjab, India*