

Shivangi Shukla

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TECHNICAL SKILLS

Languages and Technologies: Python, SQL (MYSQL, TSQL, PostgreSQL), Azure, Database, Statistical Analysis

Tools and Libraries: Git, Power BI (Dashboard, DAX & M Query, Paginated Report), Tableau, Azure (Azure Data Lake Storage, Azure Data Factory, Azure Synapse), Python (Pandas, NumPy, matplotlib, seaborn), Excel (Advance)

WORK EXPERIENCE

Neal Analytics, A fractal Company

Associate Data Engineer

Pune, IN

Jun 2021 – Sept 2022

Responsibilities:

- *KPI Metrics & Reporting:* Developed key metrics and dashboards for tracking product and business performance.
- *Advanced Data Analysis:* Leveraged Excel, SQL, and Python for efficient data analysis and automation of processes.
- *Growth & Retention Analysis:* Analyzed eCommerce funnels and retention metrics to identify growth opportunities.
- *Hypothesis Testing & Optimization:* Conducted statistical testing to improve product strategies and decisions.
- *Power BI Dashboards:* Created insightful dashboards to present eCommerce and retention data for stakeholders.
- *Stakeholder Collaboration:* Collaborated with cross-functional teams to deliver actionable data insights.
- *Documentation:* Documented data pipelines and models to ensure process clarity and reproducibility.

Impacts:

- *Faster Insights:* Improved decision-making speed by 40% through enhanced data access.
- *Growth Opportunities:* Identified 20% more growth potential with detailed retention analysis.
- *Efficiency Gains:* Boosted data processing speed by 30%, cutting query times by 25%.
- *Optimized Strategies:* Informed key product decisions with data-driven insights and testing.

EDUCATION

National Institute of Technology, Jamshedpur

Master of Computer Applications (MCA); CGPA(7.24/10)

Jamshedpur, India

July 2021

Sam Higginbottom University of Agriculture, Technology and Sciences

Bachelor of Computer Applications (BCA); CGPA(7.5/10)

Prayagraj, India

July 2017

SELECTED PROJECTS

Sales Analysis | Python

- Leveraged Pandas for comprehensive sales data analysis
- Extracted valuable insights to inform strategic decisions.

EMI Analysis| Python

- Conducted detailed analysis of EMI data to assess borrowers' repayment behavior, financial conditions, and loan performance.
- Extracted insights on regional trends and payment reliability, aiding in evaluating loan risk and repayment patterns.

Music Store Analysis| SQL

- Built an automated solution using Python and libraries like BeautifulSoup4, requests, and the Fast2Sms API to collect phone numbers from Google Forms and send personalized messages.
- Successfully sent promotional/success messages to over 1,000 respondents.
- Streamlined the process for collecting and responding to form submissions, saving valuable time and effort.

ACHIEVEMENTS

Microsoft Certified: Azure Data Engineer Associate (DP- 203)

Microsoft Certified: Azure Developer Associate (Az-204)

Data bricks Lakehouse fundamentals

Google Data Analytics Professional Certificate

Statistical Analysis Certification (Udemy)