Shivansh Shukla

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EDUCATION

Prestige Institute of Engineering Management & Research **(Feb 2018 – Dec 2022)**

B.Tech. - Mechanical Engineering (CGPA: 8.01)

New Era Public Academy (**2017 – 2018)**

Grade 12th :- 71%

Beersheba International School **(2015 – 2016)**

Grade 10th :- (CGPA: 8.8)

WORK EXPERIENCE

Data Analyst intern at Amulyam Digital Media Pvt. Ltd. **(July 2022 to Dec 2022)**

- Daily tasks include analyzing financial statements, forecasting financial performance, and creating financial reports.
- Work involves researching and analyzing industry trends and developments, providing relevant insights and recommendations.
- Analyzed and monitored data-driven campaigns and performance metrics to identify trends and insights
- Developed and maintained dashboards and reporting to track key performance indicators (KPIs)

TOOLS USED – PYTHON, SQL, TABLEAU

Data Analyst intern at Trendy Dice **(Jan 2022 to June 2022)**

Trendy Dice is a D2C company selling printed t-shirt

My role:

- Built a Google Data Studio Dashboard Tracking Sales Revenue, No. of product selling, trending products, No. of customers visiting, conversion ratio, geo-location analysis, all analysis done on weekly and monthly basis too.
- Analyzed shipment data stored on POSTRESQL to generate insights on late deliveries, RTO, performance of delivery partners, COD to Online Payment ratio
- Built an email reminder for the team whenever the delivery time is delayed over 7 days so that escalation can be done for these orders.
- Segmented users using RFM methodology for planning customer engagement activity to increase user revenue and retention

TOOLS USED – PYTHON, PANDAS, SQL, GOOGLE DATA STUDIO

SKILLS & CERTIFICATIONS

Programming Skills: Python Programming (Libraries: Numpy, Pandas, Dash), SQL (PostgreSQL, DBeaver), Web Scraping.

Analytical Skills: Exploratory Data Analysis (Data Visualization Tools: Matplotlib, Seaborn, Plotly)

Dashboarding Tools: Tableau, Google Data Studio, Heroku, Advanced Excel

IDE & Team Services: Jupyter Notebooks code, Google Collab.

Other Tools: MS Word and MS Power-point.

PROJECTS

Exploratory Data Analysis and Visualization, Deployment an interactive dashboard of Movie Analytic Tools
used: Python, Pandas (for EDA), Matplotlib and Seaborn (for visualization)
- This analysis is helpful for movie industries by taking into account movies preferred by the audience and movies having high earning potential.
- Worked with a dataset of 85,855 movies of Imdb rating system and 17712 movies of Tomato meter rating system collected from Kaggle.
- Carried out data interpretation, data cleaning, and data modification to prepare the data for further analysis.
- Through EDA and visualization one of the important insights is drawn that the Animation genre movies have highest earning potential as well as having higher rating in both the rating systems.
- Make an interactive dashboard so that firm stockholders can interpret the conclusions from the EDA.
- Deploy movie data analysis dash board online on **Heroku.**
- Plotly and Dash libraries we use for visualization.

Exploratory Data Analysis and Visualization of New York Yellow Taxi Market. Tools
used: Python, Pandas (for EDA), Matplotlib and Seaborn (for visualization)
- Analysis is done to see the impact of pandemic on the business of Yellow taxi market of New York.
- Worked with the trip record data for Feb 2020 (pre-pandemic) of 6.2M data and for June 2020 (post-pandemic) of 0.5M data obtained from TLC trip record data New York Taxi dataset.
- Carried out data interpretation, data cleaning, and data modification to prepare data for work with parameters like fare amount, trip distance, trip duration etc.
- One of the clear insights from data is that the number of trips in post-pandemic period (June 2022) is greatly reduced around 93% as compared to in pre-pandemic period (February 2022).

Email Automation using Python program for reminder mail of scheduled classes.Tools
and Libraries used: Python Programming, Smtlib Library, Window Task Scheduler.
- Create an email reminder program for the students of a course series which sends reminder email to the students just before the class day
- Create a Python script that reads a text file containing a class schedule.
- Send the mail to senders using a script file by using the **Smtplib library**(using **VS-code**)
- Script file automation is carried out through **Windows Task Scheduler**.

Dashboard for visualizing and Analyzing AIR BNB Market. Tools
used: Tableau
- Analyzing the market of Airbnb for an Investment company which is interested in buying the properties to be listed on the booking platforms like Airbnb
- Prepare an interactive dashboard on AIRBNB dataset obtained from Kaggle for analysis of various points for the Property investment purpose in Seattle, Washington, United States.

Video Game Data Analytics SQL Project
Tools and Libraries Used: SQL, Pyscopg-2 binary and the sqlalchemy
- A real-time videogame dataset obtained from vgchartz.com is used in the project to serve the video game industry.
- The project Extract, Transforms, and Loads (ETL) live video game sales data from https://www.vgchartz.com into an SQL Database.
- Further analysis is performed using The PostgreSQL SQL programming tool.
- **Pyscopg-2 binary and the sqlalchemy** library package are used to connect **PostgreSQL** from a **Jupyter notebook**.
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