

# Shivi Shrivastav

385-630-5511 | Salt Lake City, UT, USA | [shivsshrivastav13@gmail.com](mailto:shivsshrivastav13@gmail.com) | [linkedin](#)

## EDUCATION

### University of Utah

*Master of Science in Business Analytics*

Salt lake City, UT

Aug 2022 - Dec 2023

- **Relevant Coursework:** Intro to Business analytics, Database Theory, Stats and Predictive analysis, Data Visualisation, Data Science and Big Data, Data Mining, Analytical Decision Model

### Devi Ahilya Vishvavidyalaya

*Post graduation Diploma in Computer Science*

July 2021 - June 2022

Indore, India

### Devi Ahilya Vishvavidyalaya

*Bachelor of Science, Biotechnology Minor in Computer Science*

July 2016 - July 2019

Indore, India

## TECHNICAL SKILLS

**Languages:** Python, R

**Database:** SQL(mySQL, noSQL), SQL Server, MongoDB, PostgreSQL, Tableau, PowerBI

**Tools:** Git, Jupyter Notebook, R Studio, PySpark

**Data Science:** Machine Learning(Supervised and Unsupervised), Data Processing, Data Visualization, Predictive Analysis, EDA

**Core Competency:** Team leadership, People Management, Critical Thinking, Problem Solving.

## PROFESSIONAL EXPERIENCE

### Business Analyst Intern

*WebCraft-IT*

July 2019 - Jan 2020

Indore, India

- Acquired data from primary and secondary sources and maintained data system reducing manual labor by 50%
- Analyzed data using Microsoft Excel and provided reports to Digital Marketing team which improved the product marketing by 30%
- Filtered and cleaned data on Excel which helped in making reliable visualization for further analysis
- Managed Products Viewing report v/s re-marketing that promoted user engagement by 30%

### Business Analyst

*WebCraft-IT*

Feb 2019 - June 2021

Indore, India

- Optimized SQL queries using parallel execution and sub partitions to reduce the load time of google charts by 60%
- Created interactive dashboards to visualize key metrics and KPIs using Power BI
- Explored and analyzed large data sets to identify patterns and trends using tableau which led to improved business operations
- Spearheaded various Agile ceremonies including daily scrum meetings, sprint planning and sprint review
- Collaborated with team to create Monthly, Quarterly and Yearly Reports for Business Reviews
- Managed the project from the pilot phase till launch and after
- Collaborated with the team for automation of the project led to reduce in manual labor by 70%

## ACADEMIC PROJECTS

### Regression Analysis

*R, Regression analysis*

Fall 2022

Salt Lake City, US

- Problem: Velo.com, noticed a drop-off in customers during the checkout process, mostly when attempting to purchase complicated and expensive custom bikes
- Method: Proposed an A/B test on two different versions of the checkout system that is original and revised
- Solution: Used regression analysis to find that the new checkout system resulted in increased customer spending and recommended switching to it
- Outcome: Regression analysis revealed that the new checkout system on Velo.com led to increased customer spending, greater revenue, and a statistically significant difference in average spending between mobile customers using the new and old systems

### Reverse Engineering - LinkedIn

*Oracle and SQL*

Fall 2022

Salt lake City, US

- Collected user requirements
- Reverse Engineered the database with the help of Oracle cloud and developed the conceptual, logical and physical model to understand its working

## LEADERSHIP AND CO-CURRICULAR

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- Awarded by Chetan Bhagat(Indian author and columnist) for startup idea in Entrepreneurship program Jaro 2.0
- Awarded and Participated in street plays spreading awareness on social causes, with regional team Sarfarosh