

Shweta Patil

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PROFILE

Detail-oriented professional pursuing an MSc in Economics with a specialization in Data Analytics at Symbiosis International University. Strong in quantitative analysis, statistical modeling, and data visualization, with the ability to convert complex data into actionable insights. Skilled at managing projects, collaborating across teams, and delivering results within deadlines. Interested in roles such as Business Analyst, Financial Analyst, Data Analyst, Marketing Analyst, or Market Research Analyst to contribute to the company's data-driven strategies.

EDUCATION

M.Sc. Economics (Data Analytics) 2025
Symbiosis School of Economics
Symbiosis International University, Pune CGPA: 8.60

B.A. in Economics (Statistics) 2022
Wilson College, Mumbai
Graduated

B.A. in Economics 2019
Mithibai College, Mumbai
HSC

WORK EXPERIENCE

[UNICEF INDIA]

Operations Executive, Mumbai

[March 2021 to Dec 2022]

- Collaborated with cross-functional teams, including program managers, to ensure the smooth delivery of UNICEF's goals.
- Managed communication with stakeholders to facilitate the implementation of key initiatives.
- Advanced proficiency in MS Excel (pivot tables, VLOOKUP, data visualization, and macros).
- Data analysis and reporting.
- Proficient in other Microsoft Office tools (Word, PowerPoint).

Intern – Digital Marketing Finance & Reporting [AUDI INDIA]

[Jan 2023 to June 2024]

- Maintain a comprehensive understanding of digital marketing strategies and techniques.
- Managing and optimize Ads campaigns, collecting invoices from marketing vendors, agencies, and platforms, support in preparing department-level budgets.
- Help track marketing or operations spend, work with Excel to analyze costs, sales data, or dealer performance.
- Help prepare dashboards showing ad spend vs. performance metrics.
- Understand the company's vision, brand, customer, product goals, and align marketing strategies accordingly.
- Assist in monthly financial reporting on marketing costs and ROI.
- Track daily campaign performance, liaise with the finance team for timely processing & generate insightful reports for optimization.

Intern – Business Analyst for Marketplace [PILGRIM] [HEAVENLY SECRETS PVT LTD]

[April 2025 to August 2025]

- **Analyze Sales Performance:** Track and evaluate sales metrics across online marketplaces (Amazon, Flipkart, Myntra, Big Basket & Instamart.) to identify trends, growth opportunities, and performance gaps.
- **Optimize Product Listings:** Use data to improve product titles, descriptions, keywords, and images to increase visibility and conversion rates.
- **Monitor Inventory & Demand Forecasting:** Analyze stock levels and sales trends to forecast demand and prevent stockouts or overstocking.
- **Evaluate Promotions & Pricing Strategies:** Assess the impact of discounts, pricing, and ad campaigns to improve ROI and drive profitability.
- **Build Dashboards & Reports:** Create actionable reports and dashboards using tools like Excel, SQL, or Power BI to support decision-making and communicate insights to stakeholders.

Academic Projects & Achievements

1. **The Impact of Online Reviews on Consumers' Purchasing Decisions,**
2. **Stock Price Movement Prediction Using Sentiment Analysis and Macroeconomic Indicators,**
3. **An International Gas Trade Model Analysis using - GAMS**

Skills: Sentiment Analysis · GAMS · Energy Economics · Numerical Optimization · Data Analytics · Matplotlib · Python (Pandas, Numpy)

Other Skills

- Technical: Proficient in MS Excel (Advanced), Python, R, Power Bi, SQL, Statistical Analysis acquainted with Python
- Statistical Techniques: Regression, Hypothesis Testing, Time Series Analysis
- Languages known: English, Hindi, Marathi

Achievements & Certifications

- Certification of Data Analytics (Basic to Advanced) (Udemy), G20 (SIU), Game theory.
- Data collection and processing with Python, Applied Text Mining, Social Media Data Analytics, SQL for Data Analysis.
- Extra-curricular activities- Finalist (Flipkart GRiD 5.0 Analytics Challenge), Vocalist, Badminton- Secured silver at Inter-College Sports Fest 2022.