

SHWETA VINOD KULKARNI

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SUMMARY

IT Data Analyst with 4+ years of experience in analytics, visualization, and business intelligence. Led two projects with cross-functional teams, ensuring timely delivery within budget. Skilled in transforming complex information into actionable insights that drive efficiency and business growth.

WORK EXPERIENCE

- Graduate Research Assistant**, University of South Florida (Client – Cyber Florida) Feb 2024 - Present
- Analyzed and created interactive Tableau reports to benchmark Tampa Bay's economic performance across 20 MSAs, helping 50+ companies assess 15+ key economic indicators, improving strategic decision-making by 25%
 - Performed statistical analysis in Python, converting 100K+ raw figures into actionable insights. Enhanced policy recommendations for regional affordability and workforce development by 30%
 - Redesigned communication workflows across 10 departments by establishing quantitative KPIs and implementing a structured information-sharing system that improved operational efficiency by 30%
- Senior Data Analyst**, Deloitte (Client - State Auto Insurance) Jan 2022 - Jul 2023
- Built an integrated CRM Dynamics, SQL, and Power BI dashboard to centralize sales tracking and customer interactions, using predictive analytics to forecast trends and improve strategic planning, increasing sales pipeline visibility by 20%
 - Executed a full Software Development Life Cycle (SDLC) using Agile methodologies for system upgrades, incorporating iterative development and continuous feedback, resulting in a 30% boost in user satisfaction
 - Engineered and deployed a data modeling framework, optimizing SQL queries through indexing and query tuning for faster execution. Applied predictive modeling techniques, boosting trend forecasting accuracy by 35% and accelerating insight-driven decision-making
- Data Analyst**, Tata Consultancy Services (Client - Avis Budget Group) Sep 2018 - Jan 2022
- Led a team of three analysts, performing quality reviews and process improvements, using Excel for validation and reporting, reducing project delivery time by 30%
 - Devised SQL-driven analytics for fleet and inventory management, integrating ETL pipelines across multi-source records. This cut operational costs by 15% through optimized asset utilization
 - Improved campaign targeting accuracy through A/B testing and Business Intelligence methods, leveraging DAX Power Query for advanced customer segmentation. Personalized marketing campaigns boosted engagement and retention by 25%

PROJECTS

YouTube Trending Video Analysis

- Developed an AWS Glue ETL pipeline to process 100K+ records, automated data processing with Lambda functions, enhancing efficiency
- Built an interactive QuickSight dashboard, reducing manual effort by 10% and optimizing marketing strategies with real-time engagement insights

Netflix Explorer

- Engineered a comprehensive Tableau dashboard to analyze 50K+ records, applying advanced analytics techniques to identify trends and generate insights into user preferences and content engagement
- Enhanced user engagement understanding by 2x and strengthened data-driven decision-making by optimizing dashboard performance, enabling seamless interaction and efficient analysis of large datasets

Job Market Insights

- Extracted and analyzed 5,000+ job postings using SQL to identify hiring trends, salary distributions, and market insights, helping recruiters and policymakers to make strategic workforce planning decisions
- Increased targeted job placements by 20% by designing a Power BI dashboard to visualize recruitment patterns, enabling data-driven workforce planning

TECHNICAL SKILLS

Programming Languages:	Python (Pandas, Matplotlib, Seaborn, Scikit Learn etc.), SQL, R
Databases:	MySQL, Oracle, NoSQL
Data Analytics & Processing:	Exploratory Analysis, Data cleaning, Visualization, Data Modeling, Statistics
Business Intelligence & Visualization:	Tableau, Microsoft Power BI, Microsoft Excel, Qlik Sense, Google Looker Studio, Amazon QuickSight
Data Engineering & Warehousing:	ETL, Apache Kafka, Informatica PowerCenter, Apache Airflow, Databricks
Cloud Platforms:	AWS (Amazon S3, AWS Glue, AWS Lambda, AWS Athena)
Tools & Platforms:	GitHub, Jenkins (CI/CD), Jupyter Notebook, Visual Studio Code
Project Management:	Agile, Power Point, Scrum, JIRA, Kanban, Confluence, SDLC

CERTIFICATIONS

- Microsoft Certified Power BI Data Analyst
- AWS Certified Solutions Architect - Associate
- Databricks Certified Data Engineer Associate

EDUCATION

University of South Florida	
Master of Science in Business Analytics and Information Systems	Aug 2023 - May 2025 GPA - 4/4
Nagpur University	
Bachelor of Engineering	Aug 2014 - Jun 2018 GPA - 8.68/10