Purav R. Shah

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SUMMARY

Analytical and motivated Information Technology undergraduate with a passion for transforming data into meaningful business insights. Experienced in working with analytical tools, databases, and visualization software to support decision-making and process improvement. Eager to contribute analytical and problem-solving skills in a Business Analyst or Data Analyst position.

SKILLS

- **Analytical Tools:** Microsoft Excel (Advanced), Power BI, Tableau, Google Sheets
- **Programming & Data:** Python (Pandas, NumPy, Matplotlib), SQL
- **Data Management:** MySQL, SQLite3
- **Statistical & ML Techniques:** Descriptive Statistics, Regression, Forecasting, Data Cleaning, Visualization
- **Soft Skills:** Problem Solving, Business Communication, Data Interpretation, Requirement Analysis
- **Platforms:** Windows, Linux

PROJECTS

- **MentorConnect – Data-Driven Mentorship Analysis Platform**
  (Python, SQLite3, Excel, Data Visualization)
  Analyzed mentorship data to identify engagement patterns and improve mentor–mentee pairing. Created visual dashboards to measure activity levels and academic growth metrics for institutional decision-making.
- **DairyPure – Customer Insights and Recommendation System**
  (Python, SQLite3, Pandas, Power BI)
  Designed a product recommendation system leveraging KNN to predict customer preferences. Conducted trend and sales data analysis to support business strategy for dairy product marketing.
- **Fashion Hub – E-Commerce Sales Analytics Project**
  (Python, SQL, Excel, Data Visualization)
  Extracted and analyzed sales data to identify customer purchase trends, seasonal patterns, and key revenue drivers. Presented actionable insights to optimize inventory and promotions.

EDUCATION

A. P. Shah Institute of Technology, *Mumbai, India*   July 2022 – July 2026
Bachelor of Engineering in Information Technology | CGPA: 6.58

- **Relevant Coursework:** Data Analytics, DBMS, Statistics, Business Intelligence, Machine Learning

Utkarsha Madhyamik Vidyalaya and Jr. College, *Virar, Maharashtra, India*   2022
HSC (Science) | Obtained Marks: 52.5%

CERTIFICATIONS

- Fortinet Network Security Associate Virtual Internship (AICTE)
- AWS AI-ML Virtual Internship (AICTE)
- Advanced Excel (CITE)
- Power BI for Business Analytics (Coursera)

INTERNSHIP EXPERIENCE

Android App Development Virtual Internship – LearnWik Solutions
Gained exposure to app design and analytics using performance data to identify improvement areas. Collaborated with developers to enhance usability and streamline app features based on user metrics.

AREAS OF INTEREST

Data Analytics, Business Intelligence, Market Research, Product Strategy, Financial Analysis