**Tirth Shah**

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**EDUCATION**

**Texas A&M University, College Station Aug 2024 – May 2021**

*Master of Science in Management Information Systems* | GPA: 4.0/4.0 *Texas, USA*

**Sardar Vallabhbhai Patel Institute of Technology Jul 2017 – Jul 2021**

*Bachelor of Engineering (BE) in Computer Engineering* | GPA: 3.95/4.0 *Gujarat, India*

**WORK EXPERIENCE**

**Tata Consultancy Services Jan 2024 – Aug 2024**

Data Engineer Gujarat, India

* Converted legacy **SAS code** to transformative **Python** **Scripts**, decreasing processing time by 80% & cost by 50%
* Optimized existing reports to include **data visualization** for better impact using **Python**, improving customer satisfaction
* Applied **statistical modeling** and **machine learning** techniques to analyze **customer data** and improve **business** **strategies**
* Implemented edge cases and programmed **automation scripts** using **Excel macros** to reduce manual checks by 90%

**Tata Consultancy Services Aug 2021 – Jan 2024**

Migration Analyst Gujarat, India

* Migrated On-Prem Architecture to **GCP**, implementing [Data Fabric](https://www.equifax.com/about-equifax/why-equifax/data-fabric/) to achieve over 40% to 50% enhancement in hit ratio
* Performed complex redesigns and constructed **automation** jobs that simplified manual configuration by 30% to 40%
* Collaborated with **cross-functional teams** to translate **business requirements** into **technical specifications** for analytics projects
* Compared pre-trained **machine learning** models for credit scoring, accurizing prediction by 15% through **statistical modeling**

**Alphaa AI Nov 2020 – Feb 2021**

Data Visualization Analyst InternGujarat, India

* Engineered **dashboards** for a U.S. superstore, elevating revenue by 20% to 40% using **forecasting** and **Monte-Carlo simulation**
* Augmented **sales & marketing** campaign over social media efficacy by 20% to 30%, using **NLP** and **Artificial** **Intelligence**
* Created **sports analytics dashboard**, enhancing player efficiency and identifying critical weak points as per historical data

**SKILLS**

**Technical:** Python, AI, Big Data, Data Analytics & Visualization, ETL, EDA, Statistics, Data Transform, ML, Cloud Computing, SQL

**Tools:** Cloud platform (AWS, GCP, Azure), Microsoft Excel (Slicers, Filters, Pivot Tables, VLOOKUP’s, VB Macros, & What-If’s), PowerBI, Apache Airflow, Azure Data Factory, Jupyter Notebook, GitHub, Informatica, Pyspark, ETL, Linux

**Databases:** AWS DynamoDB, Google Cloud SQL & Big query, MySQL, MariaDB, MongoDB, PostgreSQL, Redis, DynanoDB

**PROJECTS**

**Enterprise Inventory Data Management Tool**

* Developed inventory management solution, using AWS and MariaDB to handle ordering, tracking, & allows historical prices analysis. Provided ability to perform transaction safe CRUD operations, triggers & stored procedure to enhanced data consistency & integrity

**Market Basket Analysis|**[[GitHub](https://github.com/Tirth-1999/Market-Basket-Analysis)]|[[Article](https://medium.com/p/1c38613fdd6b)]

* Leveraged machine learning models to understand customer expenditure traits & patterns over different seasons and occasions. Incorporated association and linking for product paring and positioning which helped to grow the sales for any store by 20% to 30%

**Data Visualization & Exploratory Data Analytics|**[[GitHub](https://github.com/Tirth-1999/Visualisation_with_excel)]|[[Video](https://youtube.com/playlist?list=PL7F3DSvqWsylA6fBnF-Ntt-UaZ8mOjPAs&si=PpFSROk8iYKsRHhX)]

* Crafted user-optimized dashboards for data-driven decision-making, focusing on sales optimization. Predicted product sales and strategically target a 20% revenue increase, demonstrating proficiency in translating complex data into actionable business decisions

**COURSES & CERTIFICATION**

ADBMS [ISTM-622], Engineering Data Analysis[ISEN-613], AWS Certified Data Engineer-Associate [ETA-11/30], Microsoft Certified Azure Data Engineer Associate [[DP-203](https://www.credly.com/badges/ea98a81c-0f5d-41eb-8d13-56a7c8cb976a)], Microsoft Certified Azure Data Fundamentals [[DP-900](https://www.credly.com/badges/47f79f38-44a5-4a48-91f8-eae86bec7636)], Microsoft Certified Azure AI Fundamentals [[AI-900](https://www.credly.com/badges/24338dde-dae7-4638-becb-17d4cb7142d1)], Microsoft Certified Azure Administrator Associate[[AZ-104](https://www.credly.com/badges/f482fb2e-4010-4b14-8671-a6f7e7af3c1f)]**,** IBM Data Science [[Link](https://www.coursera.org/account/accomplishments/certificate/PT525QYFPNEX)]

**LEADERSHIP & ACHIEVEMENTS**

* **Python Skill Up Day**: Hosted virtual learning day event to teach 200+ associates (TCS) about “Coding in Python – Corporate Version”
* **Chief Coordinator** **@VISION’19|18**: Organized an interdepartmental fest having a footfall of 2000+ participants. Managed a team of more than 100 students. Donated 90% of profit to nearby local schools and provided students with bags, notebooks, and stationery
* **Community Services** (**70+ Hrs.**): Volunteered in drives catering to Traffic Safety|Fitness|Blood Donation|Saving Electricity|Education
* **Awards**: Awarded with TCS Special Initiative Award (x3) for exceptional performance, agility, initiative and teamwork capabilities