Yashvi Malviya

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TECHNICAL SKILLS

- **Programming & Data Visualization:** SQL, Python (Pandas, NumPy, Scikit-learn), R, Tableau, Power BI, MATLAB.
- **Data Science & Machine Learning:** Predictive Modeling, NLP (NLTK, Quanteda), Forecasting, A/B Testing, Regression Analysis.
- **Cloud & Data Management:** AWS, Google Big Query, Apache Hadoop, MongoDB, MySQL, ETL Pipelines, Google Cloud Platform.

WORK EXPERIENCE

Brightly Software (SaaS)   **NC Remote, USA**
Business Analytics Consultant, Intern   *Aug 2023- May 2024*
Technologies: AWS, EC2, S3, Predictive Modeling, Machine Learning, SQL, Python, Apache Hadoop
- Developed financial forecasting models and predictive algorithms, increasing forecast accuracy by 20%.
- Built Tableau dashboards to support strategic decision-making, leading to a 25% improvement in business insights.
- Designed and maintained ETL pipelines using SQL and AWS, enhancing the accuracy of data across 3M+ records by 20%.
- Collaborated with Finance and Product teams to analyze business drivers, risks, and opportunities, providing actionable insights.

PAY1 (Fintech Start-up)   **Mumbai, India**
Business Data Analyst, Strategic Alliances Team   *Jul 2020- Jul 2022*
Technologies: R, MYSQL, Python, Tableau, Forecasting, MATLAB
- Developed financial models using SQL and Python, optimizing credit risk strategies and reducing fraud by 10%.
- Led financial analysis initiatives that optimized payment data processes, enhancing business growth strategies.
- Created dashboards in Tableau to present KPIs to executive management, improving financial decision-making by 30%.
- Partnered with cross-functional teams to improve financial forecasting and data reporting, increasing operational efficiency by 20%.

Media Morphosis (Digital Agency)   **Mumbai, India**
Business Analyst, Marketing   *May 2018-May 2020*
Technologies: A/B Testing, SQL, Tableau, Google Cloud, Google Analytics
- Analyzed customer behavior data, identifying key financial drivers that boosted e-commerce growth by 25%.
- Collaborated with sales and finance teams to track performance metrics, improving business planning accuracy.
- Conducted A/B testing and financial analysis on marketing campaigns, leading to a 30% increase in ROI and brand visibility.

PROJECT EXPERIENCE

- **BLM Sentiment Analysis Research (R, API Integration, NLP):** Conducted sentiment analysis on over 1 million global Twitter posts following George Floyd's death, utilizing NLP techniques to derive actionable strategies for societal impact. Results informed stakeholders on public sentiment trends and influenced policy recommendations.
- **Customer Lifetime Value (CLV) Modeling (ML, Tableau, Predictive modeling):** Analyzed historical customer data to predict future value, achieving a 25% improvement in accuracy. Optimized financial forecasting and resource allocation strategies, contributing to a 15% increase in customer retention and revenue growth.
- **Financial Statement Analysis of SEC Filings (Python, Tableau, Excel):** Analyzed Apple's financial data to assess financial health. Extracted and processed large datasets (8GB–90GB) using Python, leading to insights on key metrics such as a 15% increase in revenue.

EDUCATION

Master of Science Data Analytics   **Aug 2022- May 2024**
AMERICAN UNIVERSITY   *Washington, DC*
- **Courses:** Data Science, Big Data, Text Mining, Business Intelligence, Managerial Statistics, Predictive Analytics.

Bachelor of Mass Communications   **Jun 2017- Sept 2019**
UNIVERSITY OF MUMBAI   *India, MH*
- **Courses:** Accounting Finance, Market Research, Product Analysis, Economics, Project Management, Digital Marketing.

CERTIFICATIONS

- **Tableau for Data Science** – Udemy
- **Google Analytics** – Google Analytics Academy
- **Advanced Financial Modeling** – LinkedIn Learning
- **Business Analysis** – Microsoft & LinkedIn Learning
- **Prompt Engineering for Generative AI** – LinkedIn Learning