YASHVI MALVIYA

Data Analyst | GitHub | 202-621-4919 | yashvimalviya@gmail.com | LinkedIn | Portfolio
Open to relocation anywhere in the US, work hybrid or on-site full-time, remote

EDUCATION

Master of Science, Data Analytics - American University   Graduating May 2024
- **Specialization:** Information Technology, **Awards:** Merit Scholarship   Washington, D.C
- **Courses:** Data Science, Big Data, Text Mining, Business Analytics, Applied Managerial Statistics, Python, Product Management, Business Intelligence, Predictive Analytics.

Bachelor of Mass Media Communication - University of Mumbai, India   June 2017- May 2019
- **Courses:** Advertising, Accounting, Finance, Marketing, Market Research, Product Analysis, Economics, Branding.

TECHNICAL SKILLS

- **Languages and Data Visualization:** Tableau, Power BI, Python, R, SQL, ArcGIS, HTML5, CSS, Google Analytics.
- **Microsoft & other tools:** Advanced Excel(VBA, Pivot, VLOOKUP), PowerPoint, MS Access, Lucid Charts, Word, Git.
- **Competencies:** Data mapping, Cleaning, ETL, Data warehousing, Relational Database Management systems.
- **Machine Learning:** Regression, Neural Networks, Random Forest, Time Series Forecasting, Natural Language Processing.
- **Soft Skills:** Analytical, Problem-solving, Critical thinking, Communication, Team-oriented, Self-driven, Active listening.

WORK EXPERIENCE

Business Data Analyst, Strategic Alliances   Jul 2020- Jul 2022
PAY1 (Fintech)   Mumbai, India
- Drove a 20% surge in operational efficiency through strategic insights and core data-driven solutions.
- Developed impactful Tableau dashboards for data visualization, facilitating data solutions for 50% decision-making.
- Collaborated cross-functionally providing data-driven inputs for the development and execution of product roadmap.
- Resolved API integration gaps using SQL, enhancing data precision by 15% and reducing error rates by 10%.
- Analyzed KPIs and trends to aid financial planning and forecasting, achieving a 10% ROI and cost-benefit analysis.

Market Research Analyst, Marketing   May 2018-May 2020
Media Morphosis (Branding & Advertising)   Mumbai, India
- Conducted in-depth e-commerce research, formulating tailored B2C event pricing models with evolving market trends.
- Implemented qualitative research and quantitative methods, resulting in a 25% improvement in complex processes.
- Utilized impactful A/B testing strategies for social media brands, resulting in a 30% engagement standard.
- Collaborated closely with Product Managers, utilizing SQL for data retrieval to align with and understand product goals.
- Leveraged visualization to create dashboards, communicating research key findings influencing top-line stakeholders.

Data Science Intern, Data Science   Aug 2023- Feb 2024
Brightly Software (Asset Management)   Remote, USA
- Conducted Exploratory Data Analysis of work order automation and maintenance extracting Business Insights.
- Spearheaded a 20% increase in standard operating procedures through actionable agile data-driven initiatives.
- Applied advanced statistical models, achieving a notable 25% enhancement in predicting and preventing future work order issues for excellence in customer experience.
- Utilized R and Tableau user-friendly dashboards, for data-driven decision-making used by stakeholders and non-technical team members.

RESEARCH PROJECTS

- **BLM Sentiment Analysis Research (R, API, NLP):** Conducted sentiment analysis on global Twitter datasets post-George Floyd's death, examining discussions on racial justice within the Black Lives Matter movement.

- **Correlation Analysis Dashboard between Cancer Incidence and Hazardous Waste Disposal in New York State (ArcGIS, GIS,R, API):** Built a dashboard to show the comparative spread of cancer cross-referenced with hazardous waste facilities, across averagesocioeconomic status at the county level for New York State using ArcGIS Pro.

- **DC Crime Detection Research (Python, R, Shiny):** Developed an interactive machine learning application for crime detection, managed using GitLab, leveraging DC crime and housing datasets.