Yashvi Malviya

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SUMMARY

Results-driven Business Analyst with expertise in data analytics, financial modeling, and predictive analytics. Skilled in leveraging machine learning, NLP, and data visualization tools (Tableau, Python, R) to optimize business processes, enhance decision-making, and drive operational efficiency.

TECHNICAL SKILLS

- **Languages/Libraries:** Python (Pandas, NumPy, Scikit-learn, NLTK, Seaborn, Matplotlib), R (Tidyverse, Caret, dplyr, Shiny), SQL(MySQL).
- **Technologies/Methodologies:** AWS (EC2, S3), Apache Hadoop, MS Access, Git, Machine Learning, Natural Language Processing.
- **Reporting/Data Visualization:** Tableau, Power BI (DAX, Power Query), Microsoft Excel (Pivot Tables, VBA, Macros).

WORK EXPERIENCE

Brightly Software (SaaS) — **Washington DC, USA**
Business Analytics Consultant — *Aug 2023 - Aug 2024*
- Developed **ARIMA forecasting models** to improve maintenance and work order predictions, boosting **20 %** forecast accuracy.
- Designed and Optimized **ETL pipelines** with SQL and AWS (EC2, S3), enhancing 20% **data accuracy** across **3M+** work order records.
- Experimented with ML algorithms (**Random Forest**, **XGBoost**) achieving a **15%** reduction in turnaround time for predictive models.
- Built Tableau **dashboards** to visualize work order **trends**, uncovering seasonal patterns and boosting operational efficiency by **20%**.

PAY1 (Finance & Technology) — **Mumbai, India**
Business Data Analyst II — *Jul 2019 - Jul 2022*
- Engineered financial **credit risk models** using Python, enhancing 10% fraud detection using **data validation** and detecting anomalies.
- Spearheaded **payment trend analyses** and automated data processing **workflows**, bolstering revenue and business growth strategies.
- Partnered with cross-functional teams to improve **financial forecasting** and data reporting, increasing operational efficiency by **20%.**
- Leveraged SQL to analyze transaction patterns of **4+ lakh merchants**, optimized resource allocation driving a **20%** increase in earnings.

StartupLanes (Financial Services) — **India, Remote**
Business Insights, Analytics Intern — *Nov 2018 – April 2019*
- Utilized **SQL** to analyze YouTube interview metrics, delivering reports identifying trends and improving content engagement by 15%.
- Streamlined the management of 500+ executive profiles in Excel, automating **reporting** processes and improving efficiency by 20%.

MediaMorphosis (Digital Marketing) — **Mumbai, India**
Business/Media Analyst Intern — *Jun 2018 – Sept 2018*
- Conducted **data-driven** analysis of digital marketing campaigns, optimizing strategies that resulted in a 10% increase in ROI.
- Monitored **Google Analytics** and Excel to track **KPIs**, providing actionable insights for improved client outreach and content targeting.

REAL-TIME PROJECTS

Twitter Sentiment Analysis | *Technologies: R, Twitter API, Natural Language Processing*
- Analyzed over **1 million** global Twitter posts related to the Black Lives Matter movement using NLP and sentiment analysis models in R, leveraging the Twitter API to collect data and preprocess text (**tokenization, lemmatization**). This analysis identified a **75%** increase in positive sentiment towards social justice reforms within 3 months.

Financial Statement Analysis| SEC Filings (Apple) | *Technologies: Python, Tableau, Prophet, Forecasting, ETL*
- Assessed Apple's 8GB SEC filings dataset using Python for **data extraction** and **manipulation**, uncovering key financial metrics, and applied **time series** analysis with Statsmodels and Prophet to identify a **15%** revenue growth in Q4 driven by strong product demand and holiday season sales.

New York Taxi Data Analysis | *Technologies: Python, R, Machine Learning, Shiny*
- Utilized unsupervised learning (**K-Means clustering**) to segment pickup locations based on trip distance and time of day, improving high-demand area identification by 20%, and analyzed Green Taxi data with **statistical methods** and machine learning, revealing a **15%** increase in median trip distance during early morning hours, leading to optimized taxi availability and routes.

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 2016 - April 2019**
UNIVERSITY OF MUMBAI — *India, MH*
- **Courses:** Accounting Finance, Market Research, Product Analysis, Economics, Project Management, Digital Marketing.