YASHVI MALVIYA

Data Analyst| GitHub | 202-621-4919| yashvimalviya@gmail.com | LinkedIn |Portfolio | Seattle, WA

EDUCATION

Master of Science Data Analytics & IT   **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.

TECHNICAL SKILLS

- **Big Data**: SQL Server, Hadoop, AWS, ETL Pipelines, Google Big Query.
- **Programming & Data Visualization:** SQL, Python, Rstudio, Tableau, Power BI(DAX).
- **Machine Learning**: Predictive Modeling, Clustering, NLP, Forecasting, Hypothesis Testing, Time Series, Regression.
- **Tools and Technologies:** Microsoft Excel (VBA, Pivot, VLOOKUP, Marcos), Github, SharePoint, Outlook. Google Data Studio.

WORK EXPERIENCE

Brightly Software (SaaS)   **NC Remote, USA**
Data Science, Analytics Consultant   *Aug 2023- May 2024*
- Applied Business Analytics to analyze 3M work order data using SQL and maintained Tableau dashboards, improving data visualization and reporting accuracy by 20%.
- Implemented statistical analysis using R and Python, creating predictive algorithms leading to a 15% revenue increase.
- Utilized ETL framework processes to prepare data and implemented ARIMA models to generate monthly 12-month Work Order forecasts, achieving a 20% improvement in forecast accuracy.
- Utilized AWS S3 and EC2 for data storage and computational tasks, streamlining data handling and scaling data-driven applications

PAY1 (Finance & Technology)   **Mumbai, India**
Business Data Analyst, Strategic Alliances Team   *Jul 2020- Jul 2022*
- Managed Data Quality evaluating potential fraud risks and developing mitigation strategies using advanced Excel techniques, contributing to a 10% reduction in fraudulent activities and credit risks.
- Leveraged BI to boost operational efficiency by 20%, utilizing SQL queries to design, and analyze cost models and transactional data.
- Implemented Data Visualization user-centric Tableau dashboards, improving decision-making by 30% for non-technical stakeholders.
- Applied Monitoring, Surveillance, and Testing in business intelligence solutions, achieving a 20% increase through ad-hoc reporting.
- Analyzed KPIs and trend analysis for financial planning, integrating cost drivers, root cause analysis, and achieving a 10% ROI.

Media Morphosis (Marketing)   **Mumbai, India**
Market Research Analyst   *May 2018-May 2020*
- Conducted e-commerce research and Analyzed customer behavior data using SQL to identify drivers of sales engagement and retention, leading to actionable insights for growth and business analysis by 25%.
- Implemented Excel VBA automation, boosting operational efficiency by 30%, and conducted quantitative analysis for product strategy analytics, achieving 25% innovation.
- Collaborated with the Lead Product Analyst, developing, and maintaining model documentation, contributing to a 20% improvement

PROJECT EXPERIENCE

- **Budget Sales Analysis using Adventure Works (Python, SQL, Excel)**: Analyzed 500,000+ data points, automated data processes, and created dashboards. Improved reporting accuracy by 25% and reduced manual reporting time by 20%, providing real-time insights for stakeholders.
- **Customer Lifetime Value (CLV) Modeling at Brightly (Python, R, ML)**: Implemented Customer Lifetime Value modeling with automated predictive analytics. Analyzed historical customer data to predict future value, achieving a 25% accuracy improvement, and optimizing financial forecasting and resource allocation for enhanced revenue growth.
- **Financial Statement Analysis of SEC Filings (Python, Advance Excel, Tableau):** Analyzed and visualized Apple's financial data to assess financial health. Extracted and processed large datasets (8GB-90GB), leading to insights on key metrics such as a 15% increase in revenue, a 12% rise in net income, and a 10% improvement in cash flow.

CERTIFICATIONS

- **Business Analysis by Microsoft and Linkedin Learning, Tableau for Data Science (Udemy), Excel Data Visualization: Mastering 20+ Charts and Graphs, PowerBI by Microsoft, Prompt Engineering for Generative AI.**