

YASHVI MALVIYA

Data Analyst | [GitHub](#) | 202-621-4919 | DC | yashvimalviya@gmail.com | [LinkedIn](#)

EDUCATION

- American University, Kogod Business School, Washington DC** *August 2022- May 2024*
Master of Science, Data Analytics (Information Technology) *Awarded Merit Scholarship for the Analytics program.*
Courses: Data Science, Big Data, Text Mining, Business Analytics, Statistics, Python, Product Management, Business Intelligence
- University of Mumbai, India** *June 2017- May 2019*
Bachelor of Mass Media Communication (Journalism & Advertising)
Courses: Accounting & Finance, Marketing, Market Research, Product Analysis, Media Buying and Planning, Economics

TECHNICAL SKILLS

- Analysis and Coding:** Python, R, SQL, Tableau, Excel, Google Analytics
- Analysis Applications:** Big Data, Data Warehousing, Data Modeling, Data Visualization, Statistical Analysis
- Machine Learning:** Regression, Predictive modeling, K-means Clustering, Neural networks, forecasting, Decision Trees
- Soft Skills:** Analytical, Problem-solving, critical thinking, communication, Team-oriented, Self-driven

ANALYTICS PRACTICUM EXPERIENCE

Data Science Intern, Brightly Group *August 2023-April 2024*

- Conducted Exploratory Data Analysis of work orders extracting Insights for business-specific challenges
- Spearheaded a 20% increase in operational efficiency by strategically reducing resolution times through data-driven initiatives.
- Applied advanced statistical models, achieving a notable 25% enhancement in predicting and preventing future work order issues.
- Collaborated with cross-functional teams, translating data insights into streamlined processes and presenting visuals
- Employed R and Tableau Dashboards for robust data cleaning, preprocessing, and outlier detection, ensuring data quality and accuracy.

WORK EXPERIENCE

Business Data Analyst, PAY1 Fintech (Mumbai, IN) *July 2020-July 2022*

- Drove a 20% surge in operational efficiency through strategic insights and data-driven solutions.
- Developed impactful Tableau dashboards for data visualization, facilitating data-informed decision-making.
- Utilized Excel for insightful data analytics, contributing significantly to a 50% boost in customer satisfaction.
- Collaborated cross-functionally, providing crucial data-driven inputs for the development and execution of product strategies.
- Resolved API integration gaps using SQL, enhancing data precision by 15% and reducing error rates by 10%, ensuring data quality at scale.

Market Research Analyst, Media Morphosis (Mumbai, IN) *May 2019-May 2020*

- Conducted in-depth e-commerce research, formulating tailored B2C event pricing models with evolving market trends.
- Implemented impactful A/B testing strategies for social media branding, resulting in a substantial 30% engagement.
- Collaborated closely with Product Managers, utilizing SQL for data retrieval to align with and understand product goals.
- Leveraged Excel and advanced data visualization techniques to create dashboards, effectively communicating marketing research results and key findings.

PROJECTS

- BLM Sentiment Analysis Research (R, API, NLP, PowerBI):** Conducted sentiment analysis on global Twitter data post-George Floyd's death, examining discussions on police brutality and racial justice within the Black Lives Matter movement. Utilized advanced sentiment and temporal analysis techniques, identifying key themes and emotional nuances in tweets.
- Real Estate Analysis and Prediction (Python, Machine Learning, Predictive Modelling):** Implemented advanced algorithms for large-scale optimization in predicting real estate prices, showcasing expertise in data analysis, machine learning, and strategic visualization. Ensured dataset integrity through thorough data cleaning and developed a precise linear regression model. Experimented with dummy variables and built a Decision Tree Classifier for price categorization.
- NYC Ride-Share Market Analysis (R, Tableau, Forecasting):** Focused analysis on uncovering seasonality trends, forecasting future sales through advanced modeling, and identifying key drivers impacting overall performance in the NYC ride-share market. Identified trends and patterns from data and provided attribution of metrics movement. Employed Excel and published Tableau dashboards for data visualization, revealing trends and pivotal factors influencing taxi sales.

