FIRST LAST

📞 914XXXXXXX ✉️ shakraXXXXXX@gmail.com in linkedin.com/in/shakra-shamim/

Technical Skills

Languages and DataBases: Python, Pandas, Numpy, SQL, MySQL, Hive SQL
Visualization Tools: Tableau, Power BI
Other Skills: Advanced Excel, Business Analysis, Data Analysis, Customer Acquisition

Experience/Projects

ABC Company   January 2023 – Present
Data Analyst   *Bengaluru, India*

- Strategized and analyzed **market trends for over 50 diverse brands**, successfully leading to a substantial **increase in GMV by 35 CR** through targeted initiatives and data insights.
- Conducted in-depth inventory analysis, utilizing advanced Excel techniques, which resulted in a **notable 12% revenue growth** by optimizing stock levels and minimizing overstock.
- Effectively **reduced product return rates by 23%** for key brands like "Abc" and "def", by identifying and addressing major factors contributing to returns through detailed data analysis.
- Developed and **implemented sophisticated customer segmentation strategies using SQL & Excel**, markedly accelerating stock clearance rates and enhancing sales efficiency for brands including "ghi" and "jkl".
- Innovated and automated critical performance tracking dashboards using Python, substantially improving reporting processes and **aiding a 17% increase in revenue** through strategic inventory management insights.
- Performed **optimal TD discount analysis** for both regular (BAU) and event days, significantly enhancing inventory liquidation across various brands, leading to a **27% increase in overall inventory movement.**

PQR Company   July 2022 – December 2022
Data Analyst   *Bengaluru, India*

- Enhanced the effectiveness and reach of various political and product ad campaigns, leveraging SQL and Excel for data analysis, directly leading to a **significant 9% boost in campaign ROI and revenue growth.**
- Streamlined and optimized SQL query operations, successfully **reducing processing times by over 50%**, thus enhancing overall database efficiency and response times for business-critical operations.
- Played a pivotal role in managing and fine-tuning advertising campaigns across several major platforms (Appnexus, Trader Desk, Google DBM), directly contributing to **increased campaign ROI and efficiency.**
- Used **statistical analysis and predictive modeling** in ad targeting, segmentation to enhance campaign precision.

DEF Company   October 2021 – July 2022
Analyst   *Kolkata, India*

- Utilized SQL, advanced Excel, and Python for data processing and analysis, successfully deploying a quality project for clients, focusing on **efficiency and accuracy in data handling.**
- Analyzed, reviewed, and **revised programs to increase operating efficiency by up to 30%**, significantly enhancing system performance and user satisfaction.
- Employed Advanced Excel functions (VLOOKUP, Pivot Tables) for in-depth data analysis and report creation, **reducing manual work by 2 hours** and increasing workflow efficiency.

Personal Projects/Awards & Achievements

Maple Hardware: Interactive Tableau Dashboard | *Tableau, Data Modelling and Cleaning*   April 2022 - May 2022

- Developed an interactive Tableau dashboard for Brunox Electronics, enhancing strategic decision-making with dynamic visualizations that **reduced data trend identification time by 40% and improved decision accuracy by 30%.**
- Streamlined data modeling and cleaning processes, **reducing preparation time by 25% and boosting data accuracy by 15%.**

Education

Ranchi University   Aug 2018 – Sep 2021
Bachelor of Science in Information Technology   *Ranchi, Jharkhand*