Aashna Shah

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SUMMARY

A Business Analytics major, qualified in evaluating and resolving business process information to determine methods of cost control and increasing business competence. Experienced in working with Excel, SQL, Tableau, Google Analytics and Python.

TECHNICAL SKILLS

- **Analytical tools:** R Studio, SSMS, Tableau, SPSS, XLMiner, Splunk, IBM Watson Analytics, Google Analytics, Hadoop
- **Software:** PeopleSoft, MS Visio, MS Project, Microsoft Office - (Excel, Word, PowerPoint, Access)
- **Web Applications:** WordPress, PHP, HTML5, JavaScript, CSS
- **Programming:** R, Python, SQL, Java, C, C++

EDUCATION

- **Masters in Information Systems - Business Analytics | California State University, Fullerton | Expected May 2019**
- **Bachelor of Engineering, Information Technology | University of Mumbai, Mumbai | August 2012 - August 2016**

  Functional Expertise: Financial Management, Marketing Information Technology, Project Management, Business & Statistical Analytics, Decision Modelling, Business Intelligence, Business Database Design, Data Analysis & Visualization

PROFESSIONAL EXPERIENCE

Business Analyst Student Fellow, Cal State Fullerton   May 2018 – Present

- **Marketing**, **University Extended Education –** Categorized and produced reports for popular and redundant courses using Trend Analysis with Google Analytics and Tableau
- Designed surveys via Qualtrics to recognize 5 major factors contributing to success of popular courses and target audience for MindMax Digital Marketing Campaign
- **Finance & Budgeting, Provost Office -** Maintained Budget Transfer Reports and performed ad-hoc reporting. Integrated easily consumable Excel reports using PeopleSoft dashboards & data visualization techniques for planning & monitoring

Associate Software Engineer, Accenture   July 2016 - July 2017

- Trained in PeopleSoft Enterprise Resource Planning (ERP) and establishing Relational Database – includes operating Oracle database, Application Engine and Integration Broker to implement individual modules
- Deployed Financial Management Solutions using Agile System Development Lifecycle for Ontario Municipal Employees Retirement System – a pension fund company
- Consolidated project's Business Requirements and translated them in IT Solutions for systems development as a member of the cross-functional team
- Performed requirements analysis to design ERP solutions for payroll & retirement sanctions of nearly 500,000 citizens
- Prepared feasibility evaluation of new systems & enhancements to existing ones for employee's pension investment plan
- Built complex SQL reports to audit $300 million of pay and benefits and updated records with 98% on-time rating, preventing payroll mis-payments

ACADEMIC PROJECTS

IT Project Management (MS Project, MS Visio, WBS, Gantt chart)

- Administered functional implementation of integration, scope, time and cost management using workflow diagrams
- Managed resource allocation for team size of 8, scheduling for 2-year recurring project while executing hierarchical relationships ensuring project completion

Merchant Database Optimization using SQL Querying (SSMS, MS Visio)

- Accomplished Data modelling & normalized sections of data model to eliminate redundancy & maintain data integrity
- Executed queries using SSMS and de-normalized merchant's data model to increase query performance by 32%

Credit Risk Score - Data Modelling and Restructuring (Excel- XLMiner, Python)

- Analyzed significant variables & derived KPIs to implement Classification & Regression techniques to classify high impact predictors for higher credit risk score with 75.3% accuracy
- Demonstrated best data model by aggregation & missing data handling, detecting outliers & normalized data with data distribution methods - box plots, histograms & heat maps

CERTIFICATIONS

- **IBM Watson Analytics** | IBM Cognitive Class | Feb 2018
- **Google Analytics Essential Training** | Lynda – by LinkedIn | Feb 2018