Aashna Shah

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EDUCATION

California State University, Fullerton | Expected May 2019

Master of Science, Information Systems – Business Analytics

University of Mumbai | Aug 2012 – Aug 2016

Bachelor of Engineering, Information Technology

TECHNICAL SKILLS

- **Analytical tools:** SSMS, Tableau, QlikView, SPSS, IBM Watson Analytics, Google Analytics, Hadoop
- **Software:** PeopleSoft, Jira, MS Visio, MS Project, Microsoft Office - (Excel, Word, PowerPoint, Access)
- **Web Applications:** WordPress, PHP, HTML5, JavaScript, CSS
- **Programming:** R, Python, SQL, Java
- **Methodologies:** Classification, Regression Analysis, Predictive Modelling, Forecasting, Machine Learning

PROFESSIONAL EXPERIENCE

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

- Performed ad-hoc reporting and integrated easily consumable Excel reports using PeopleSoft dashboards & data visualization techniques for planning & monitoring certificate programs resulting in better ROI's for the University
- Prepared an Industry-wise Economic Analysis Forecast report based on Southern California by utilizing Esri Business Analyst Online to target potential students across industries for future courses
- Collaborated with International and Extension departments to design marketing strategies for international students by locating opportunity areas using student record's SQL database
- Collected, interpreted, and synthesized data for course design using Trend Analysis with Google Analytics and Tableau

Associate Software Engineer | Accenture, India | August 2016 - July 2017

- Deployed Financial Management Solutions using Agile System Development Lifecycle for Ontario Municipal Employees Retirement System – a pension fund company
- Consolidated project's Business Requirement Document and translated it into IT Solutions with Proof of Concept for systems development as Business Operations Support associate
- 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
- Trained in PeopleSoft Enterprise Resource Planning (ERP) and establishing Relational Database – includes operating Oracle database, Application Engine and Integration Broker to implement individual modules

ACADEMIC PROJECTS

Heart Disease Predictor (Python)

- Conducted aggregation and handled missing values, outliers & normalized data for generic information of 63,000 people
- Identified most impacting variables for a heart disease & inferred the likelihood of a person succumbing to a heart disease

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

- Projected alternate dimensional modelling to optimize current normalized database to migrate company's operational system to an analytical system for improved business understanding using time stamped dimensions
- Executed queries using SSMS and de-normalized merchant's data model to increase query performance by 32%

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

- Analyzed significant variables & derived KPIs to implement Classification & Regression techniques to categorize 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 monitoring methods - box plots, histograms & heat maps

CERTIFICATIONS

- **Python for Data Analysis and Visualization** | Udemy | Dec 2018
- **Fundamentals of Data Visualization with Tableau** | University of California, Davis – Coursera | Sept 2018
- **IBM Watson Analytics** | IBM Cognitive Class | Feb 2018
- **Google Analytics Essential Training** | Lynda – by LinkedIn | Feb 2018