

Avni Shah

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Portfolio: <https://avnishah13.github.io>

Education

SSC: 93.8% | St. Agnes' High School | 2006-2018

HSC: 89.53% | HR College of Commerce and Economics | 2018-2020

BS Data Science & Applications | IIT Madras | 2021-2025

Pursuing my degree from Indian Institute of Technology, Madras in Data Science with a current GPA of 8.5.

BSc Data Science & Business Analytics | School of Data Science & Business Intelligence | 2020-2023

Secondary degree in Bachelor's in Science with a CGPA of 9.22 from Patkar Varde College, Goregaon.

Projects

Ticket Booking Website

Created a ticket booking website to book movie tickets that provides an easy-to-use interface for users to book shows and manage their bookings, as well as to provide administrators with tools to track and manage shows. The technologies used for this project are HTML, CSS, JavaScript, Python (Flask) and SQLite.

Music Streaming Website

Developed a dynamic music streaming platform that offers an intuitive interface for users to explore and enjoy a diverse range of tracks from various genres and cultures. The platform prioritizes user experience, allowing seamless navigation, personalized playlists, and easy management of preferences. Implemented using HTML, CSS, VueJS, JavaScript, Python (Flask) and integrated with SQLite for efficient data management, the website also provides administrators with robust tools to curate content, track analytics, and ensure smooth operation.

Airport Database – DBMS

Designed an airport database system with more than several tables considering all aspects using MySQL workbench. Also created and performed SQL queries like DDL, DML and DQL to analyse and optimise the functionalities of the database.

Sales Analysis and Visualization – Power BI

Performed data cleaning and modelling using the Power Query Editor and developed a dashboard to showcase key insights from the analysis.

Covid Vaccine Effectivity Survey and Analysis using Python – Statistics

Performed a survey to analyse the effectivity of the vaccines and visualised and displayed the results in Python.

Internships

Tech Manager – Sales and Support | WA Team | June 2022 – Oct 2022

Assisted the digital marketing team in uploading, managing, and optimizing products on the company's WordPress-based e-commerce website. Collaborated with product managers to gather accurate product information.

Python Developer | Maskottchen Technology | August 2023 – September 2023

Developed a Python-based Telegram bot that enhanced user engagement and interaction within the Telegram platform. Utilized the Telegram Bot API and Python programming language to implement features such as automated responses, user input processing, and data retrieval from external sources. Designed and implemented a user-friendly interface for the bot, focusing on intuitive conversation flows and clear user instructions.

Marketing Data Analyst | Majid Al Futtaim (MAF Carrefour) | September 2023 – March 2024

- Extracted and analysed data to develop business cases which enabled negotiations of partnership deals worth \$3M+ with prominent financial institutions such as Mastercard & VISA, resulting in 10% growth in platform sales and \$1M+ increased revenue.
- Participated in building comprehensive dashboards using excel & tableau to facilitate automated campaign reporting enabling the team to understand the user penetration on our platform, projecting campaign uplifts, and to visualize potential returns on investment and user engagement.
- Identified gaps in the data coming from different sources & collaborated with data engineering and product teams to bridge the gaps leading to a 95% accuracy in reporting.
- Conducted detailed data-oriented performance analysis of diverse campaigns, evaluating parameters like budget utilization, Incremental GMV, CAC, new user acquisition to assess campaign success and optimize future strategies for driving business growth.

Data Analyst | Kulfi Collective | June 2023 – Present

- Extracted and analysed social media data to identify emerging culture trends across multiple platforms, leading to the creation of a company-wide trends tracking platform and newsletter, increasing trend awareness and engagement.
- Established and implemented methods for tracking trends on platforms like X, Reddit, YouTube, Instagram, Google Trends, and others, resulting in more efficient trend identification and reporting.
- Assisted in managing Spotify India's social media accounts by analysing performance data and providing insights that informed social media strategies, driving improved campaign performance.
- Contributed data on audience insights for pitches, supporting business development efforts by enhancing understanding of client demographics and engagement trends.
- Collaborated with cross-functional teams to optimize data collection and reporting processes, ensuring the accurate tracking of key metrics across various social media platforms.

Skills

- Languages: Python, R, SQL, NoSQL, Scala, HTML, CSS, Vue.js
- Tools: PowerBI, Tableau, Excel, MongoDB
- Cloud Platforms: AWS, Microsoft Azure

Certifications

- Data Analytics Certificate an online non-credit specialization authorized by Google.
- Google Workspace Professional Certificate
- Introduction to Machine Learning an online non-credit course offered by Duke University.
- Understanding and Visualizing Data in Python certificate offered by University of Michigan.
- Tata Data Visualization Virtual Experience Program on Forage – October 2022

Volunteering Experience

Bhumi NGO

Led 8 workshops with a team on Environmental education for eighthgrade students ensuing in lively participation from the students and acquired great feedbacks.