Dhruvin Shah

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Profile Summary

Data Analyst with hands-on experience in web analytics, data visualization, and cloud-based data solutions across marketing, insurance, and automotive domains. Proficient in GA4, BigQuery, and Looker Studio, with a strong foundation in Python, BI Tools and statistical analysis focused on delivering data-driven solutions that enhance decision-making, optimize campaigns, and improve user engagement.

Technical Skills

- **Languages:** Python, SQL, HTML, CSS, JavaScript
- **Database:** BigQuery, MySQL, SQL Server Management Studio, AWS, MongoDB
- **ML Libraries and Frameworks:** Numpy, Pandas, Seaborn, Matplotlib, Sci-kit learn, Flask
- **Data visualisation and Analysis (BI) tools:** Google Analytics, Looker Studio, Power-BI, Tableau, MS-Excel, Google Sheets
- **Technical Skills:** Data analysis and visualisation, Machine Learning, Generative AI, Time Series Forecasting, Data Engineering, Automation, AI Agents, Github

Professional Experience

Digital Analyst, Tatvic Analytics – Ahmedabad, Gujarat   January 2025 – Present

- **Google Analytics:** Conducted advanced web and app analytics tracking using GA4, including event-based tagging and funnel setup. Designed tracking strategies aligned with business KPIs to measure user journeys, conversion paths, and on-site behavior. Helped improve data accuracy and coverage through custom event configurations and consent mode implementation.
- **Business Intelligence Solutions:** Built dynamic, stakeholder-friendly dashboards by integrating data from GA4, BigQuery, and ad platforms. Focused on visualizing marketing performance, engagement metrics, and user behavior insights. Used calculated fields and filters to enhance data storytelling and decision-making capabilities.
- **ETL Design:** Queried and transformed large datasets from multiple sources using BigQuery to support in-depth analysis. Created optimized SQL scripts for data extraction, transformation, and integration. Automated data refreshes and validation processes to ensure real-time accuracy in reporting workflows.
- **Cross-functional Collaboration:** Partnered with analytics consultants, marketing teams, and developers to define data requirements and deliver business-ready insights. Participated in regular review cycles to align on goals and iterated reports based on evolving client needs and platform changes.
- **Customer Segregation:** Performed customer segmentation using behavioral and demographic data to identify high-value cohorts. Applied clustering techniques and segmentation logic to segregate users based on engagement levels, channel affinity, and conversion potential, aiding targeted campaign strategies and personalization efforts.

Data Analyst Intern, Cygnet Infotech – Ahmedabad, Gujarat   May 2024 – July 2024

- **Custom Dashboarding:** Developed domain-specific dashboards by querying and integrating data by web-scraping; documented actionable insights tailored to operational and strategic decision making.
- **Power BI Data Modeling and Visualization:** Designed robust data models and performed advanced data cleaning in Power BI to ensure accurate, high-performance visualizations of key business metrics across departments.

Education

Pandit Deendayal Energy University, B.Tech – Computer Science and Engineering   2021 – 2025
CGPA: 9.06/10
Coursework: Advanced Python, Big Data Analytics, Artificial Intelligence, Machine Learning, Advanced Web Technology, Database Management Systems, Probability & Statistics

Certifications

BCG GenAI Job Simulation - August 2025 — [Forage](#)

Tata GenAI Powered Data Analytics Job Simulation - July 2025 — [Forage](#)

Google Analytics Individual Qualification — [Google Skillshop](#)

Understanding Incubation and Entrepreneurship — [NPTEL](#)