Heena Shah

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EDUCATION

Northeastern University, Boston, MA   **Expected May 2024**
Master of Science, Information System   **GPA-3.7/4**

University of Mumbai, Mumbai, India   **Jun 2022**
Bachelor of Engineering, Electronics Engineering   **GPA-3.8/4**

TECHNICAL SKILLS

Certification: Data Science 101, Qlik Sense Essential Training
Languages: C++, VBA, Python, JavaScript, R programming
Databases: Microsoft SQL Server, PostgreSQL, Mongo DB
Tools: Tableau, Power BI, Alteryx, Talend Data Studio, Git, Qlik Sense, Microsoft Office
Cloud Services: Azure - Databricks, Data Studio, Google Cloud - BigQuery, Cloud Storage, Google Analytics

EXPERIENCE

Data Analyst, JSK Innovative Technology, Mumbai, India   **Jul 2021 - Jul 2022**
- Optimized ETL processes using Alteryx for data extraction, data wrangling, data modeling and prepare data for marketing-driven Facebook ad campaigns following Scrum Agile Methodology
- Performed customer-centric data analysis using Microsoft SQL Server, extracting vital insights, and conveying actionable findings through Power BI dashboards, leading to significant **17%** reduction in business expenses through well-informed decision-making
- Collaborated with cross-functional teams to migrate **35** workflows from Alteryx 2019.2 to Alteryx 2021.1 ensuring seamless data transformation and analytics processes
- Automated **3** Python scripts, saving **40** hours of manual labor, enabling faster quantitative decision-making, and improving data quality anomaly detection by transitioning from Microsoft Excel

PROJECTS

NYC Motor Vehicle Collisions   **May 2023**
- Leveraged Alteryx to perform data profiling and cleansing on a complex dataset of **1.25MN** rows, ensuring data quality
- Employed ER Studio to create snowflake schema designs by conducting dimensional data modeling exercises, facilitating enhanced data integrity and query performance for our analytics system
- Implemented an ETL pipeline using Talend to load and transform data from the source into a staging schema, enabling efficient data processing and leveraged tableau to create interactive dashboards for business-driven decisions

Fraud Detection in Financial Transaction   **May 2023**
- Conducted exploratory data analysis, data preprocessing and feature engineering technique on financial transaction dataset
- Created a classification machine learning model on python using scikit-learn with over sampling techniques to handle data bias enhancing the model's performance and mitigating the impact of imbalanced data
- Achieved a predictive model accuracy of **78.8%** by hyperparameter tuning and employing Data Mining Techniques such as Decision Tree, Logistic Regression, KNN, and XGBoost, effectively reducing financial fraud risks

Iowa Liquor Sales   **Mar 2023**
- Leveraged Google BigQuery and Google Cloud Platform for in-depth data profiling and analysis facilitating the seamless merging of datasets from **23** files
- Implemented ETL processes using Talend Data Studio to seamlessly extract data from data warehouse applying slowly changing dimension type I, II and III for effective data integration
- Executed SQL queries on the integrated schema and developed interactive dashboards using Tableau to convey impactful results

Authorization Model for Global Healthcare   **Dec 2022**
- Developed an entity-relationship diagram for Global Healthcare, improving data organization using Azure Data Studio
- Implemented SQL triggers, stored procedures, and views for enhanced reporting
- Crafted Power BI analysis report featuring maps, key influencers chart, line chart, graphs, and decomposition tree visuals.

Optical Character Recognition   **May 2022**
- Implemented machine learning-based application to convert handwritten notes into digital text docs, with **91.7%** accuracy utilizing Convolutional Neural Network & Python language using Jupyter Notebook
- SQLite database was coded and maintained for the application's use, and it was connected to Android Studio for accessibility.
- Collaborated cross-functionally to deploy a well-functioning OCR system, successfully decreasing data entry time by **80%**

VOLUNTEERING

- **Chairperson of the IEEE Committee:** Managed technical events and seminars   **Jan 2022**
- **Community Service:** Volunteered for an NGO to empower underprivileged girls for personal and professional growth   **Apr 2021**