

NAMAN SHUKLA

Ahmedabad, Gujarat

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PROFESSIONAL SUMMARY

3+ years of experience in Analytics, with expertise in machine learning, data analysis and automation. Proven track record in increasing revenue, enhancing client experience, and reducing operational costs.

EXPERIENCE

Software Engineer

Nov 2023 – Present

Cygnnet One

Ahmedabad, Gujarat

- Built out the data and reporting infrastructure from the ground up using Tableau and SQL to provide real-time insights into the product, marketing funnels, and business KPIs
- Received, cleaned, and prepped data using Python, SQL & Excel to help build marketing matrix models that resulted in a lift in ROI of 8 basis points.
- Designed and implemented A/B experiments for products to improve the conversion rate by 18 basis points and reduce churn by 10 basis points
- Built 140 complex SQL reports to audit \$2.5M of pay and benefits for over 1,300 employees.

Project Coordinator

May 2022 – Nov 2023

Cygnnet One

Ahmedabad, Gujarat

- Built out the data and reporting infrastructure from the ground up using Tableau and SQL to provide real-time insights into the product, marketing funnels, and business KPIs
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Business Analyst

September 2021 – February 2022

OpenXcell

Ahmedabad, Gujarat

- Conducted EDA to identify trends and behavior on B2B review platform, enhancing user engagement
- Developed Power BI dashboards for real-time insights into user interactions and platform performance.
- Used Python and MySQL to analyze user feedback, identifying pain points for platform improvement.

Technical Support Engineer

January 2021 – August 2021

Matrix Comsec

Vadodara, Gujarat

- Provided real-time technical support to APAC clients for biometric systems, ensuring seamless client operations.
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EDUCATION

BVM Engineering College, Gujarat Technological University

Anand, Gujarat

Bachelor of Technology in Electronics and Communication Engineering, CGPA: 7.52

2017 – 2021

SKILLS

Languages: Python, SQL, Django, JavaScript, HTML/CSS

Libraries: NumPy, Pandas, Matplotlib, Scikit-Learn

Tools & Technologies: PowerBI, Git/Github, Docker, Microsoft Azure, JIRA/Confluence

Core Skills: Data & Busines Analytics, Machine Learning, Cloud Computing, Agile Expertise

CERTIFICATIONS

- [Microsoft Certified: Azure Fundamentals](#)
- [Microsoft Certified: Azure AI Fundamentals](#)
- [Professional Scrum Master I](#)