**Name: Shambhavi**

**Email:** [**mishhrashambhavi2jan@gmail.com**](mailto:mishhrashambhavi2jan@gmail.com)

**Contact Number: 9835325532**

Professional Summary

* Experienced data analyst with**3years of IT experience**having multiple skill set and extensive workingexperiencein**data warehousing**and **Business Intelligence**Technologies with expertise in**SQL Server, Alteryx, and Power BI.**
* Developed visual reports, dashboards and KPI scorecards using Power BI desktop.
* Able to implement row level security on data and have an understanding of application security layer models in [Power BI](https://powerbi.microsoft.com/en-us/).
* Proficient in making DAX queries expertise in using advance level calculations on the data set.
* Designed complex data intensive reports in Power BI utilizing various graph features such as gauge, funnel for better business analysis.
* Used Python and its libraries like Numpy, Pandas, Matplotlib and Seaborn for data cleaning and exploratory data analysis (EDA).
* Excellent in analytical thinking for translating data into informative visuals and reports.
* Experience in troubleshooting issues and technical problems in Tableau Dashboards and Power BI.
* Proficient in creating objects such as Stored Procedures, Views, Triggers, User defined functions, cursors, derived tables, common table expressions (CTEs) and Complex Queries on Microsoft SQL Server.
* Knowledge about Machine Learning algorithms.
* Systematic problem-solving approach coupled with strong communication skills with ability to tell a story through data.
* Energetic self- starter, with desire to work in a dynamic fast- paced environment.

My Projects

**Zomato resturant prediction.**

* Performing data cleaning and exploration on imbalanced data set, collected through web scrapping on different websites, with multiple missing data values to generate insights for categorization and overview analysis of restaurants.
* Analyzing customer behavior, reviews and best budget restaurant based on geographical location.
* Preparing data for machine learning algorithm by performing feature encoding and feature selection.
* Applying various ML algorithms like Logistic Regression, Random Forest and Naïve Bayes for getting correct accuracy.

**Youtube Web Scraping and visualization.**

* Performed web scrapping in Python for gathering data from Youtube.
* Performing data cleaning and exploration on the derived data for generating meaningful insights.

Work Experience

High Radius (May’18-Oct’21)

Customer Value Analyst

* Worked directly with clients to understand their analytics needs.
* Analyzed customer stated reporting requirements and worked with engineering teams to propose and deliver solution options within the system constraints.
* Created different Power BI reports utilizing the desktop and the online service and schedule refresh.
* Utilized Power Query in Power BI to Pivot and Un-pivot the data model for data cleansing and data massaging
* Created several user roles and groups to the end - user and provided row level security to them.
* Designed a Power BI data model with multiple fact tables and dimensions depending on the business requirements.
* Experience in dealing with different data sources ranging from Flat files, SQL server, Oracle, MySql, MS Access and Excel.

Sales and Personalized Marketing Analyst

* Isolate attributes/parameters to identify missing information in the data through various data sources.
* Utilized ( Power BI, Pivot/View ) to design multiple scorecards and dashboards to display information required by different departments and upper level management.
* Created data marts and multi-dimensional models like Star schema and Snowflake schema.
* Developed various solution driven views and dashboards by developing different chart types including PieCharts, Bar Charts, Tree Maps, Circle Views, Line Charts, Area Charts, Scatter Plots in Power BI.
* Analyzed and find business data to identify pattern and correlation among various data points.

Tools and Technologies

* **BI tools**: Power BI, Google Data Studio and Tableau.
* **Spreadsheet**: MS-Excel, Google Sheets.
* **Database**: SQL Server
* **ETL** : Alteryx
* **Statistics**: Z-Score, Central Limit Theorem, Covariance, Bernoulli Distribution, Type 1 and Type 2 error, Confusion Matrix.
* **Statistical Packages**:Pandas, Numpy, Tensorflow, Keras.
* **ML Algorithms**: Linear regression, Logistic Regression, Naïve Bayes, Decision Trees, SVM, Random Forest, KNN, K means, PCA.
* **Other tools**: Github, Jira, Selenium.

Certifications and Learnings

* Ineuron Solutions (**current**).
* Google Data Studio [Udemy].
* Sentiment Analysis using NLP [Coursera]. (In this project we are going to use a Dataset consisting of data related to the tweets with COVID19 hashtags by web scrapping. We are going to use python to apply sentimental analysis on the tweets to see people's reactions to the pandemic. We are going to label the tweets as Positive, Negative, and neutral. After that, we are going to visualize the result to see the people's reactions on Twitter.)
* Introduction to AI learning [Linkedin Learning].

Education

* Bachelor of Technology: Computer Science and Engineering 2012-2016