Shefali Natha
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Summary

Highly analytical and process oriented data analyst with in-depth knowledge of analytical tools, research methodologies, big data capture , curation, manipulation and analysing. Furnish insights , analytics and business intelligence used to advance opportunity identification and drive successful business solutions.Thoroughly motivated individual who works well with minimum supervision in a challenging, fast paced and deadline-oriented environment. Expertise Includes:

SQL	Team Management
Python	Data Analysis
Dashboarding(Tableau,Google Sheet)	Problem Solving
Automation	Continuous Process Improvement

Experience

Uber Hyderabad, India
Senior Business Analyst,ART July 2019-Currently working

Marketing Analytics
- Handled global marketing (Post Analysis Campaigns) for both eats and rides across various regions (APAC,EMEA, US&CANADA etc).
- Helped in creating google sheet Dashboards for tracking signup funnel, churn and resurrection rate for eats and rides.
- Automated the weekly/monthly refresh of above dashboards with the help of python scripts.
- Build the acquisition and performance related on dashboards on dashbuilder v1.0

Global Quality
- Worked on Global Quality Scorecard Dashboard thus helping in Quality metrics like (AHT,CSAT etc)
- Automated both the dashboards using python script since the data in sheet was captured from different data sources.
- Worked extensively on SQL Queries , helped different teams by sharing insightful analysis which created an impact.
- Automated the Queue loading process for the Global Quality Team.
- Created temporary tables using uworc(uber tool) to optimise the query run for sampling process.

ZS Associates Pune, India
Business Technology Analyst March 2017 – August 2018

AZ Alignment & Targeting
- Worked on Javelin Alignment Manager Software an integrated tool of ZS.
- Responsible for handling and analysing the data related to geography restructuring (Alignment) and Targeting.
- Creating summaries and Dashboards with all the monthly changes.
- Automating the summary creation process using informatica workflow thus reducing manual hour from 48 hours to 1 hour.
- Presenting monthly summaries to stakeholders and clients.

Project Alpha
- Helped in restructuring all the teams of AZ to enable the client to reduce the number of Rep count working for them.
- Responsible for post analyses of the headcount in territories and reporting through excel dashboards.

Yardi Softwares   Pune, India
Software Engineer   July 2016 – February 2017

- Yardi Software is a leading provider of high-performance software solutions for the real estate industry.
- Performed extensive data analysis and produced reports and project status to senior management and business partners on data discrepancies.
- Designed solutions by actively engaging with clients for troubleshooting the issues.
- Demonstrated MOM data to clients using Excel dashboards.

Education

MPSTME NMIMS,	2012-2016	2012
Mumbai,MH	**IIS,**	**Warren Academy School**,
B.Tech – Computer	Jaipur, Rajasthan, IN	Jaipur, Rajasthan, IN
Engineering **(CGPA**	XII CBSE Board	X RBSE Board
3.67/4)	**(90.1%)**	**(92.7%)**
		2010

Additional

- Gold Medalist for 2012-2016 in NMIMS.
- Ehsaas Volunteer for "Donate your goods(clothes,stationary)" program (2014,2015)
- Awarded **Gargi** prize by Rajasthan government for securing 92.17% in Board examination (2010)
- Golden ticket receiver for outstanding performance in Q4 2019.
- Awarded as all rounder in school.
- Headed and supported various college committees like ISTE(Finance and PR), Flavium(Cultural).