SHIVAM YADAV

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OBJECTIVE:

To seek a responsible position within a progressive organization in order to achieve results and attain professional growth in technical fields, while embracing new technology & strategies to achieve company objectives.

KEY COMPETENCIES

Data analysis | web analysis | Business analysis | Management |

TECHNOLOGIES

Excel, Tableau, Spss , Sql , Python

STATISTICS & APPLICATIONS OF STATISTICS

Statistical Methods, Machine Learning (Regression – Linear/Logistic, Decision Trees
Ensemble Learning – (Bagging/Random Forest, Naïve Bayes,)

INTERPERSONAL SKILLS

Decision making , Quick Learner, Motivational , Confidence and determination , Good observer

INTEREST AND HOBBIES

Photography , Editing , Writing , Cricket ,Chess ,Travelling ,Trekking

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WORK EXPERIENCE

Chandigarh University
Jul 21 –Sept 21
Data analyst ,(Intern) Chandigarh

- Collect the data from small and large organization

- Analysis the recruitment process of the organization
- Extract the data on excel sheet.
- Comparing the process with the help of excel.
- check Overall Efficiency & charts were prepared for improving the standard operating procedure of the section using Tableau for Visualization purpose.
- Reports were extracted excel worksheet for acception & rejection analysis was performed.

PROFESSIONAL QUALIFICATION

- Bachelor in Technology (B. Tech), SRM Institute Of Science And Technology ,Chennai (2020)

- Master in Bussiness administration (M.B.A) Chandigarh university ,Chandigarh (2022)

AWARDS

Awarded certificate in SQL from great learning.
Awarded Silver Badge in Python from Hacker Rank
Awarded certificate in data processing analyist from amcat global
Awarded certificate in principal of human communication by saylor academy

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TRAINING PROJECTS

Marketing Strategy for a Credit Card Company
Objective: Customer segmentation for a credit card company to define marketing strategy for each segment.
Role: Advanced Data Preparation - Built an enriched customer profile by such as monthly average purchase, cash advance, average transaction per purchase etc.

Customer Churn Management for a Leading bank
Objective: To develop and implement a customer churn management program for private a sector bank
Role: Data Preparation – Initiated with data cleaning including missing values, outliers and multi-collinearity. Developing a model – Used a part of existing data to develop a model using

logistic regression and linear analysis and identified key variables impacting the churn and spend remaining set of data.

Minor Projects :

Project 1: Credit Card Spend (Identifying the key drivers of card spend)
Description: To predict the credit card spend and identifying the key drivers of the card spend which help to define credit limit for new customers & increase it for existing customers.
Analytics Tools: Excel & Python.
 Analytics Technique: Linear Regression

Project 2: HR Analytics (Analytics)
Description: To create data of all employees and analysis the performance on regular basis
Analytics Tools: Excel   **Analytics Technique:** Classification

Project 3: Customer segmentation for one of the telecom company to define marketing strategy
Description: To divide the customers into Segments to define strategy.
Analytics Tools: Excel   **Analytics Technique:** Segmentation (K-Means clustering)

Project 4: Tractor Sales Forecasting.
Description: To forecast sales of tractors for next 3 years using data monthly wise for past 12 years.
Analytics Tools: Excel & Python   **Analytics Technique**: Forecasting

Project 5: Laptops Sales Prediction (Data Visualization) using Tableau

Description: To define the product strategy and pricing policies that will maximize company projected revenues.