SHRUTI ROUT

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Education

Master's Degree | **Utkal University, Bhubaneswar**   **2021 - 2023**
- Analytical & Applied Economics, 9.05 CGPA

Bachelor's Degree | **BJB Autonomous College, Bhubaneswar**   **2018 - 2021**
- Economics, 8.55 CGPA

Skills

Excel | SQL | Google Docs | Google Forms | Power BI | Power Query | Data Cleaning | Data Visualization | Data Analysis

Experience

KultureHire | **Business Data Analyst Intern**   **Aug 2024 - Oct 2024**
- Used the 5W1H framework to gather requirements, ensuring effective project alignment.
- Designed a Google Form survey and utilized Excel to collect, clean, and process 78,000+ responses for analysis.
- Developed 3 interactive dashboards and created a presentation that answered business questions and supported decision-making.

Projects

Consumer Goods Ad-Hoc Analysis | **MySQL** | Repo   **Aug 2024**
- Addressed 10 ad-hoc business requests for the executive management team by querying a million-row database using SQL.
- Presented insights with clarity and precision, leading to a 10% reduction in overall operational costs.

Hospitality Analysis | **Power BI** | Live Dashboard | Repo   **July 2024**
- Customized a dashboard using 3 months of hotel data, including room types, booking outcomes, and revenue, to identify reasons for declining market share and revenue at Atliq Grands.
- Provided the Revenue team with actionable insights, potentially enabling a 10% recovery in both revenue and market share within a month.

Retail Sales and Forecasting Dashboard | **Power BI** | Live Dashboard | Repo   **May 2024**
- Imported 2 years of raw sales data from Excel and transformed it using Power Query and DAX, reducing report generation time by 20%.
- Developed an interactive dashboard to highlight key sales metrics and trends.
- Forecasted future sales with a 95% confidence interval, providing actionable insights that contributed to a 20% increase in sales volume.

E-commerce Store Annual Sales Report | **Excel** | **Pivot Table** | Repo   **Feb 2024**
- Standardized data (gender, age), analyzed sales metrics (revenue, orders), and visualized insights (monthly trends, top products, demographics).
- Recommended targeted marketing strategies, resulting in a 15% increase in sales.

Certificates/Awards

- Accenture Data Analytics and Visualization Job Simulation | Forage
- PwC Switzerland Power BI Job Simulation | Forage
- Tata Data Visualization: Empowering Business with Effective Insights | Forage
- Business Analytics With Excel | Simplilearn
- Agile Fundamentals Certification | Udemy
- Power BI Micro Degree | EdYoda
- SQL (Intermediate) | HackerRank
- SQL 5-star Gold Badge | HackerRank