SHRUTI ROUT

+91 7853830767 | **shrutirout95@gmail.com** | **linkedin.com/in/shrutirout** | **github.com/routshruti** | **Portfolio**

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

Advanced Excel | SQL and Database Querying | MySQL | PostgreSQL | Power BI | DAX | Power Query | Data Modeling | Data Cleaning | Data Visualization | Reporting and Dashboarding | KPI Dashboards | Data Analysis | Forecasting

Experience

Wattpad | **Ambassador**   **Feb 2020 - Sept 2023**
- Led teams of up to 8 members, managing genre profiles, content moderation, and community outreach.
- Increased community engagement by 20% and contest participation by 50% through social media promotion and creative strategies.
- Annotated content (genres, themes, character personas, sentiments) to support machine learning model training.
- Improved platform quality by 35% by removing promotional content and addressing plagiarism and guideline violations.
- Designed 50+ visual assets on Canva and provided constructive feedback to 100+ writers with effective resources.

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 20% 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

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