

SHRUTI ROUT

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Education

Master's Degree Utkal University, Bhubaneswar	2021 - 2023
<ul style="list-style-type: none">Analytical & Applied Economics, 9.05 CGPA	
Bachelor's Degree BJB Autonomous College, Bhubaneswar	2018 - 2021
<ul style="list-style-type: none">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 2021 - Sept 2023
<ul style="list-style-type: none">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
<ul style="list-style-type: none">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
<ul style="list-style-type: none">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
<ul style="list-style-type: none">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
<ul style="list-style-type: none">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