

# SHRUTI ROUT

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## Education

<b>Master's Degree   Utkal University, Bhubaneswar</b>	<b>2021 - 2023</b>
<ul style="list-style-type: none"><li>Analytical &amp; Applied Economics, 9.05 CGPA</li></ul>	
<b>Bachelor's Degree   BJB Autonomous College, Bhubaneswar</b>	<b>2018 - 2021</b>
<ul style="list-style-type: none"><li>Economics, 8.55 CGPA</li></ul>	

## 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

<b>Wattpad   Ambassador</b>	<b>Feb 2020 - Sept 2023</b>
<ul style="list-style-type: none"><li>Led teams of up to 8 members, managing genre profiles, content moderation, and community outreach.</li><li>Increased community engagement by 20% and contest participation by 50% through social media promotion and creative strategies.</li><li>Annotated content (genres, themes, character personas, sentiments) to support machine learning model training.</li><li>Improved platform quality by 35% by removing promotional content and addressing plagiarism and guideline violations.</li><li>Designed 50+ visual assets on Canva and provided constructive feedback to 100+ writers with effective resources.</li></ul>	

## Projects

<b>Consumer Goods Ad-Hoc Analysis   MySQL   <a href="#">Repo</a></b>	<b>Aug 2024</b>
<ul style="list-style-type: none"><li>Addressed 10 ad-hoc business requests for the executive management team by querying a million-row database using SQL.</li><li>Presented insights with clarity and precision, leading to a 10% reduction in overall operational costs.</li></ul>	
<b>Hospitality Analysis   Power BI   <a href="#">Live Dashboard</a>   <a href="#">Repo</a></b>	<b>July 2024</b>
<ul style="list-style-type: none"><li>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.</li><li>Provided the Revenue team with actionable insights, potentially enabling a 20% recovery in both revenue and market share within a month.</li></ul>	
<b>Retail Sales and Forecasting Dashboard   Power BI   <a href="#">Live Dashboard</a>   <a href="#">Repo</a></b>	<b>May 2024</b>
<ul style="list-style-type: none"><li>Imported 2 years of raw sales data from Excel and transformed it using Power Query and DAX, reducing report generation time by 20%.</li><li>Developed an interactive dashboard to highlight key sales metrics and trends.</li><li>Forecasted future sales with a 95% confidence interval, providing actionable insights that contributed to a 20% increase in sales volume.</li></ul>	
<b>E-commerce Store Annual Sales Report   Excel   Pivot Table   <a href="#">Repo</a></b>	<b>Feb 2024</b>
<ul style="list-style-type: none"><li>Standardized data (gender, age), analyzed sales metrics (revenue, orders), and visualized insights (monthly trends, top products, demographics).</li><li>Recommended targeted marketing strategies, resulting in a 15% increase in sales.</li></ul>	

## 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