Shefali Sinha

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SKILLS

A/B Test | BigQuery | Data Visualization | dbt | Git | Looker | Microsoft Excel | Mixpanel | Python | Snowflake | SQL | Tableau

WORK EXPERIENCE

Maven Clinic • San Diego, CA, USA • Nov 2022 - Feb 2024
Product Analyst
- Developed a Looker dashboard to identify key trends and insights from members Program Transition and Renewal rates, resulting in a 15% increase in overall member retention.
- Utilized dbt for data modeling, integrating Maven events into Mixpanel, revealing behavior trends and boosting booking conversions by 10%.
- Led an A/B test to prioritize W2 providers, using Python for data analysis. Achieved $2M in savings for 2023 and supplied stakeholders with actionable insights for decision-making.
- Developed a dbt model to analyze rescheduling impact, using data from Airbyte and structuring it into staging, base, and intermediate tables, ultimately contributing to the $700K in savings.

Reliant Funding • San Diego, CA, USA • Nov 2021 - Oct 2022
Senior Data Analyst
- Designed Tableau dashboard to identify merchants for weekly payments, optimizing bank's 30% quota. Presented insights to C-suite.
- Streamlined portfolio management reporting by automating 50-tab Excel document into Tableau dashboard, saving 20 hours/week for Finance team.
- Developed Datameer data flows with Microsoft Azure Data Factory as a source, boosting Tableau report performance by 500%.

Family Health Centers Of San Diego • San Diego, CA, USA • Sep 2016 - Oct 2021
Business Intelligence Analyst
- Increased Preferred Provider selections and patient encounters by 30% through automated SSRS reports and PowerBI dashboards utilizing SQL.
- Designed BI solution for timely COVID-19 report generation across 28 clinics, reducing positive patient follow-up time by 8 hours.
- Streamlined patient experience time from 55 to 45 minutes by identifying data gaps and implementing PowerBI dashboard for real-time tracking for Clinic Directors.

EDUCATION

Master Of Science in Business Analytics
Rady School of Management • San Diego, CA, USA • Jul 2023 - Dec 2024

Weekend graduate program for working professionals.

Bachelor Of Engineering in Electronics & Telecommunications
Sathyabama University • Chennai, TN, India