

# SHISHIR IYER

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San Diego, CA

## EXPERIENCE

### Business Analyst

June 2022 - October 2023

*Pangea Tech | AI/ML Startup*

*Bengaluru, KA, India*

- Leveraged **XGBoost** to develop a classification model to enhance quality control by 45% ; optimized production processes with **Power BI dashboards**, boosting premium-grade output by 15%
- Engineered a data pipeline (**Python, SQL, PostgreSQL, AWS S3**) to track raw materials, process parameters, and product quality for accurate analysis
- Automated grain counting in metal microstructures with a heuristic edge detection model (93% accuracy) and developed a Streamlit tool for efficient image analysis

### Data Analyst

July 2021 - June 2022

*Tredence Analytics*

*Bengaluru, KA, India*

- Enhanced DMS (Delivery Management System) UX by optimizing **SQL** queries, cutting data retrieval time by 40%
- Presented the DMS dashboard to the C-suite offering strategic insights; wrote queries powering 15+ REST APIs for the dashboard
- Led a team of 3 (React developer, data engineer, BI analyst) to deliver a real-time Project Performance Dashboard in DMS
- Improved a client's targeted ads by utilizing AWS and **PySpark**, increasing conversion rates by 15%

### Analyst

June 2019 - August 2019

*Mu Sigma*

*Bengaluru, KA, India*

- Built an interactive org chart with **Selenium, Pandas, HTML and CSS** to aid decision-making and manage a dataset of 50,000+ employees, enhancing hierarchy management for a top pharmaceutical company
- Created Power BI dashboards for clinical trial data, boosting decision-making efficiency by 25% and streamlining trial processes
- Earned the Spot Award for delivering an organizational chart contributing to business development efforts

## PROJECTS

### YouTube Trends Analytics for Content Optimization

November 2024 – December 2024

*Course - Business Intelligence Systems, UCSD*

*San Diego, CA, USA*

- Scraped and processed 10M+ YouTube records using YouTube API, Python, and **Tableau Prep Builder**, automating data extraction and cleaning
- Built **Tableau** dashboards, uncovering engagement drivers, sentiment trends, and regional insights for content strategy, boosting engagement by 18% and visibility by 22%.

### Yelp Data Analysis: Predicting Customer Retention and Sentiment Trends

October 2024 – December 2024

*Course - Collecting and Analyzing Large Data, UCSD*

*San Diego, CA, USA*

- Trained a Random Forest model to forecast customer retention using check-in frequency, sentiment scores (VADER), and review patterns, enabling data-driven loyalty optimization.
- Built an **NLP sentiment classifier** (TF-IDF + Logistic Regression) processing 5M+ reviews, uncovering top 3 service weaknesses, leading to targeted operational improvements.

### Optimizing Warehouse Operations Using Lean Techniques

January 2021 – June 2021

*Undergraduate Capstone*

*Bengaluru, KA, India*

- Applied Lean methodologies (VSM, 5S, Kanban) improving order processing efficiency by 25% and reducing errors by 40%.
- Used Python and Excel to clean and analyze warehouse data, identifying inefficiencies, and visualized insights in Power BI, cutting overstocking by 20% and unnecessary movements by 30%.

## EDUCATION

### University of California San Diego

July 2024 - December 2025

*Master of Science in Business Analytics*

*San Diego, CA, USA*

- Relevant Coursework: Web Mining & Recommender Systems, SQL & ETL, Business Analytics, Business Intelligence Systems, Scalable Analytics, Operations Management, Customer Analytics, Fraud Analytics

### BMS College of Engineering

August 2017 - May 2021

*Bachelor of Engineering in Industrial Engineering and Management*

*Bangalore, KA, India*

- Relevant Coursework: Supply Chain and Logistic Management, Operations Research, Machine Learning, Big Data Analytics

## PROFESSIONAL SKILLS

**Programming Languages :** Python, SQL, Javascript (React, Node.js, Express), C/C++

**Data & Analytics Tools:** Power BI, Tableau, Microsoft Excel, Pandas, Numpy, OpenCV, Streamlit

**Machine Learning:** Scikit-learn, TensorFlow, Keras, Pytorch, Neural Networks, NLP, Transformers, LLMs

**Cloud & Databases:** AWS (EC2, S3, RDS), Google Cloud Platform, MySQL, SQL Server, Snowflake

**Project Management:** Jira, Agile, Github, Confluence