

# SHUBHAM

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Proficient in Data Visualization, Reporting, Dashboarding, Insight analysis with Computer Science Engineering background with hands on experience in SQL, Excel, Power BI, Looker Studio, Tableau. Honing strong analytical skills, decision-making, problem solving abilities with a learning mindset and proactive approach.

## TECHNICAL SKILLS

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|--------------------|-----------------|--------------|----------------------|
| • Power BI Desktop | • Excel         | • Python     | • Data Modelling     |
| • DAX              | • MySQL         | • Pandas     | • Data Visualization |
| • Tableau          | • Google Sheets | • Numpy      | • Data Cleaning      |
| • Looker Studio    | • Google Colab  | • Matplotlib | • Data Storytelling  |

## WORK EXPERIENCE

### Data Analyst Trainee | Invact, Bengaluru

01/2025 – 03/2025

- Performed data-driven analyses including Performance Analysis, EDA, and Funnel Analysis to optimize business strategies.
- Conducted customer segmentation and forecasting using RFM Analysis, Churn Analysis, and Dynamic Demand Forecasting.
- Evaluated business profitability and efficiency through Cost-Benefit Analysis, Break-Even Analysis, and Pareto Analysis.
- Identified key operational insights with Root Cause Analysis and Order Cancellation Analysis to enhance decision-making.

**Tools used:** Power BI desktop, Tableau Desktop, Looker Studio, Google Colab, Ms Excel, Google Sheets, Vlookup, Pivot Table.

## PROJECTS

### Marketing Campaign Impact Analysis – IPL Season | [Link](#)

- Conducted cost-benefit analysis by forecasting sales and profitability under IPL and Non-IPL scenarios, leveraging historical trends and regional insights. Cleaned and preprocessed the raw sales data before conducting analysis.
- Developed interactive dashboards for city- and region-wise profitability tracking, validating a 14.99% sales increase, ₹24.4M incremental contribution, and ₹5.28M additional profit, supporting IPL marketing investment.

### Order Trend & Delivery Efficiency Analysis – Cloud Kitchen (FlavourUp) | [Link](#)

- Analyzed raw order data to uncover key trends in peak vs. non-peak demand, meal-time patterns, and revenue distribution across weekdays and weekends.
- Conducted delayed delivery analysis to identify major causes, high-risk locations (e.g., Marathahalli, Whitefield), and recommended operational improvements to reduce delays.
- Developed interactive dashboards to track order trends, cancellation rates, and delivery inefficiencies, optimizing kitchen operations and driver assignments.

### Customer Segmentation & Retention Analysis – Baskit | [Link](#)

- Developed a sales dashboard to track total sales, orders, cancellations, and category-wise performance across different regions, ensuring real-time monitoring.
- Performed RFM-based customer segmentation and feedback analysis to identify high-value customers, address key pain points, and implement personalized messaging, enhancing retention and reducing churn.

### Demand Forecasting & Inventory Optimization – PurePress Oils | [Link](#)

- Managed region-wise sales and inventory data for four oil mills, ensuring accurate updates and seamless integration of monthly sales figures.
- Developed a demand forecasting model using historical trends and weighted averages, while implementing inventory tracking with automated alerts to optimize sales projections and supply chain efficiency.

## Dashboards

**Power BI:** Ad Campaign Analysis on Snapchat | Twitter | YouTube | [Link](#)

**Tableau :** RFM Analysis | [Link](#)

**Looker Studio:** Cloud Kitchen (FlavourUp) | [Link](#)

**Python:** Variance Analysis | [Link](#) | Pareto Analysis | [Link](#)

## EDUCATION

**Bachelor of Engineering in Computer Science**

-2024

Vellore Institute of Technology -Vellore

## ADDITIONAL SKILLS

**Programming Language:** C++, Python, Java

**Concepts:** DSA, Git, GitHub, OOPS, Computer Networks, Operating System

**Web Development:** HTML, CSS, JavaScript, MongoDB

## WEB DEVELOPMENT PROJECTS

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### To-Do List | [Link](#)

- Developed a full-stack To-Do List web app using Node.js, Express.js, and MongoDB, enabling seamless task management with CRUD operations.
- Integrated MongoDB Atlas for cloud storage, utilized Mongoose ORM for efficient data modeling, and implemented dynamic routing for multiple custom lists.

### Secret App | [Link](#)

- Built a secure user authentication system using Node.js, Express, Passport.js, and MongoDB, with session-based authentication and encrypted passwords.
- Integrated OAuth and local authentication, enabling secure user registration, login, and secret submission while protecting credentials with environment variables.

### Hangman Game | Python | [Link](#)

- Developed a Python-based Hangman game with randomized word selection, user input validation, and a life-based scoring system for interactive gameplay.
- Enhanced user engagement by implementing dynamic ASCII art feedback and optimizing game logic to prevent redundant guesses.