Dhaval Shah
Data Analyst

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SKILLS

Programming Languages:	Python, SQL (MySQL, SQL Server)
Tools and Technologies:	Databricks [Certificate], Alteryx [Designer Core Certificate], Git
BI & Data Visualization Tools:	Tableau, Power BI [PL-300 certificate], MS Excel (VLOOKUP, Pivot Tables)

WORK EXPERIENCE

Performics India   Mumbai, India
Associate Business Analyst   Dec 2024 - Present
- Analyzed multi-channel digital marketing campaign data by writing complex SQL queries to identify performance trends. Developed interactive Power BI dashboards to visualize KPIs, providing insights that informed SEO strategies and drove a 40% increase in traffic.
- Utilized SQL window functions to analyze competitor backlink profiles and keyword rankings from Ahrefs/SEMRush data exports. This identified strategic gaps that led to securing stable top 3 rankings for key product pages.
- Automated the extraction and processing of technical SEO audit data using SQL stored procedures and Python scripts. This streamlined the resolution of 2,000+ on-page issues and doubled team productivity.

FundEvolve   Toronto, Canada
Python Programmer Intern   Jan 2024 - Apr 2024
- Developed a Python script using Gen AI (OpenAI API) with prompt engineering to generate personalized financial advice based on user financial data, ensuring accurate and insightful responses.
- Enhanced financial decision-making by creating a Flask API for financial data processing, improving user experience and data-driven insights.

Performics India   Mumbai, India
Performance Analyst   Oct 2019 - Jul 2022
- Queried and analyzed server log files and crawl data using SQL to identify critical indexation and crawlability issues. The resulting technical fixes drove a 15% increase in organic search traffic for key insurance and telecom client websites.
- Utilized SQL to perform in-depth user segmentation and cohort analysis on Google Analytics data. This uncovered optimization opportunities that led to a 10% increase in organic click-through rates and a 20% reduction in bounce rates.

PROJECTS

Business Insights 360° Dashboard [Dashboard]   May 2025
- Designed and built a multi-layered Power BI dashboard (Business Insights 360°) for a simulated multinational electronics company to consolidate finance, sales, supply chain, and executive-level insights.
- Applied data transformation techniques using Power Query, built dynamic data models, and implemented DAX measures for benchmarking, profitability analysis, and forecast accuracy tracking.
- Delivered interactive data visualizations with slicers, drill-throughs, and executive summaries to enable faster decision-making

Finance & Supply Chain SQL Automation [GitHub]   June 2025
- Developed dynamic SQL reporting using stored procedures, window functions, and Common Table Expressions (CTEs) to generate fiscal reports, top market/customer analysis, and product-level sales summaries.
- Optimized query performance by replacing expensive user-defined functions with indexed lookup tables and denormalized columns, reducing execution time from 8s to under 2s in analytical workloads.
- Built modular and reusable views for layered analytics, including net invoice and net sales computations.

EDUCATION

Humber College, Toronto, Canada   April 2024
Post Graduate Diploma in IT Solutions

K. J. Somaiya College of Engineering, Mumbai, India   May 2019
Bachelors in Electronics Engineering