SHASHANK BHARADWAJ | Business Analyst

Location: New Haven, CT | **Phone:** (203)-909-7898 | **Email:** ashashankbharadwaj@gmail.com |
LinkedIn: https://www.linkedin.com/in/shashankbharadwaj9/ | **GitHub:** https://github.com/shashankbharadwaj9

SUMMARY:

Experienced professional with 4 years of specialization in Business Analytics and Risk Investigation in the e-commerce sector. Proficient in Python, SQL, R, Power BI, and Alteryx. Led projects using machine learning and statistical analysis to enhance business operations. Seeking to leverage analytical skills and Lean Six Sigma expertise to drive strategic decisions and improve client relationships. Committed to continuous learning, effective collaboration, and delivering actionable insights to drive business growth.

EDUCATION:

UNIVERSITY OF NEW HAVEN   **New Haven, CT**
MS Business Analytics (GPA 3.74/4)   Graduation Date: May 2025
- Statistical Analysis, Machine Learning, Data Mining, Data Visualization, Predictive Analytics.
- Business Intelligence, Revenue Management, Customer Relationship Management (CRM).

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD (JNTUH)   **Hyderabad, India**
Bachelor's in Electronics and Communication Engineering (CGPA 7.3/10)   Graduation Date: June 2018
- Probability and Statistics, Database Management Systems, Python.

PROFESSIONAL EXPERIENCE:

AMAZON   **Hyderabad, India**
Associate - Transaction Risk Investigator   Mar 2019 – Jan 2023
- Identified and prevented fraudulent activity by analyzing customer data and order history using **SQL** queries, resulting in a 30% decrease in security risks associated with concessions.
- Collaborated with a cross-functional team (CPM Quality Team) to implement Lean Six Sigma methodologies and streamline the concessions process, reducing customer effort by 40% and increasing overall customer satisfaction.
- Streamlined repetitive tasks and improved productivity by developing macros and automated workflows in Excel using VBA, resulting in a 50% increase in efficiency within the team.
- Translated business needs relating to invoice download functionality into technical specifications for developers and created user guides to facilitate easy access within the application.

PROJECT EXPERIENCE:

Data-Driven Customer Retention Strategy using ML   **New Haven, CT**
University of New Haven   Nov 2024
- Employed R programming to clean and standardize customer data (demographics & purchase history) for analysis, ensuring data quality.
- Utilized K-Means Clustering in R to segment customers into distinct groups based on purchase behavior and demographics, identifying unique customer buying habits.
- Built a product recommendation engine leveraging the Apriori algorithm in R. Identified frequently bought-together products by analyzing purchase patterns, allowing personalized marketing campaigns and a potential sales increase.

Operational Risk Analytics Dashboard – Fraud Trend Analysis   **Bangalore, India**
Amazon   Oct 2022
- Collected and analyzed transaction data across regions to detect anomalous trends in refund fraud, identifying 3 major fraud patterns.
- Developed an interactive Power BI dashboard to track refund fraud KPIs and flag high-risk transactions with >80% confidence.
- Used SQL to query millions of records and Python for trend and anomaly detection.
- Presented leadership insights, which led to updated fraud detection criteria and $250K quarterly savings.

SKILLS:

Programming Languages & Data Visualization Software Tools: Python, SQL, R, PowerBI, Alteryx
Computer Applications: Microsoft Office, Excel, PowerPoint, JIRA, Google Sheets
Analysis & Methodologies: Risk Analysis, Data collection, Data Manipulation, Data Stewardship, Requirements Gathering (BRD, FRD), ETL, scrum, Data Analysis, Lean Six Sigma, SDLC, Process Flow, Agile, Waterfall
Soft Skills: Analytical Skills, Attention to Detail, Collaboration, Adaptability, Stewardship, Continuous Improvement, Creativity, Communication, Client Relationship Management, Time Management, Problem Solving, people skills, knowledge sharing, Strategic Thinking.