

SHAYAN SINGHA

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PROFESSIONAL SUMMARY

Analytical and customer-focused graduate with hands-on experience in data analysis, dashboards, and solution insights. Skilled in understanding user requirements, preparing presentations, and collaborating with cross-functional teams. Strong interest in SaaS, CRM platforms, and customer-facing presales roles.

SKILLS

Programming Languages : Python
Tools & Platforms : Tableau, Power BI
Databases : MySQL
Soft Skills : Communication, Problem Solving, Presentation Skills, Stakeholder Collaboration, Critical Thinking
Languages : English, Hindi

PROJECTS

Fintech SaaS Funnel Analytics | GitHub Sep 2025 - Oct 2025

- Analyzed customer journeys across 12+ funnel stages, tracking KPIs (49.7% activation, 32.8% login success) to uncover behavioral drop-offs.
- Mapped user pain points to product fixes, resolving login and MFA bottlenecks to reduce churn and improve conversions.
- Built Power BI and MySQL dashboards with documentation, cutting reporting time by ~30% and aligning product, CRM, and sales teams.
- Identified onboarding and login friction during demos, driving UX improvements and boosting data-driven decisions by ~20%.

Technologies / Tools Used : MySQL, Power BI, Excel

Supply Chain Optimization Dashboard | Website Jul 2025 - Aug 2025

- Analyzed 500+ sales records to uncover demand patterns and supply gaps, improving forecast accuracy and transfer efficiency.
- Built a Streamlit dashboard integrating sales and routing APIs, reducing stockouts by 15% and increasing shelf availability by 20%.
- Supported presales planning with KPI-aligned insights and cloud-ready demos, accelerating stakeholder evaluations by ~25%.

Technologies / Tools Used : Streamlit, Tableau

WORK EXPERIENCES

Data Analyst Intern | Internship Nov 2024 - Jan 2025
Unified Mentor Gurugram, India

- Transformed 500+ records across 12+ funnel stages into actionable insights for presales, increasing data-driven decision adoption by ~20%.
- Built 10+ Power BI and Tableau dashboards, cutting reporting time by ~30% and supporting client demos, evaluations, and sales reviews.
- Analyzed workforce and funnel KPIs (85% model accuracy; 49.7% activation, 32.8% login success) to uncover drop-offs and sales gaps.
- Converted complex analytics into clear dashboards and presentations, improving stakeholder clarity and alignment by ~40%.
- Partnered with cross-functional teams to streamline reporting workflows, reducing manual effort by ~25% and enabling scalable decisions.

Technologies / Skills Used : Tableau, Power BI, Excel

EDUCATIONS

Year	Degree	Institute
Sep 2022 - Present	B.Tech. in Computer Science and Engineering	Vellore Institute of Technology
Aug 2021 - Jul 2022	Class 12	Kendriya Vidyalaya Maligaon
Apr 2019 - May 2020	Class 10	South Point School