Shivam J. Desai

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EXPERIENCE

MILLER COOPER & CO., LTD.   **Chicago, Illinois**
Analyst, Data & Analytics Advisory Services   *September 2023 - Present*
- Collaborated with clients to identify key business challenges and design BI solutions through Domo that align with strategic goals and deliver measurable outcomes
- Integrated and governed high-volume datasets from cloud, on-premise, and proprietary systems using federated queries and API connectors in Domo to ensure accurate, centralized reporting
- Translated complex datasets, utilizing SQL and Domo Magic ETL Dataflows, into digestible visualizations using data storytelling techniques to highlight key trends and business implications
- Designed scalable, customizable KPI dashboards -- leveraging Domo App Studio -- to provide executive stakeholders with access to real-time insights and engage in data-driven decision-making
- Enhanced organizational data literacy by simplifying complex analytics processes, empowering clients to capitalize on insights for sustained success independently

HONEYWELL   **Atlanta, Georgia**
Customer Experience (CX) Analyst Intern   *June 2021 - August 2021*
- Tracked 100+ customer journey paths on newly launched B2B e-commerce platform using Google Analytics to identify engagement trends, usage barriers, and drop-off points
- Produced an interactive visualization in Satmetric to analyze correlations between customer satisfaction and various platform variables
- Assessed 250+ customer feedback survey responses to diagnose recurring UI/UX friction areas
- Categorized 7,000+ NPS responses via SQL to identify customer loyalty trends and feedback themes
- Delivered actionable, data-driven recommendations to enhance the user experience and increase platform adoption rates

PROJECT(S)

PROJECT (W)NBA   *November 2023 - Present*
A unique approach to creatively visualize (W)NBA data in various statistical categories across history.
- Structured and optimized over a dozen custom relational tables (e.g. player statistics, team records, accolades, playoff history) into a unified mega table for scalable and flexible dashboard reporting
- Utilized SQL and Domo ETL to perform complex data transformations (e.g. manufactured ID fields to link disparate datasets, track team identity changes, playoff format evolution)
- Curated dashboards into a visually engaging and interactive experience using Domo App Studio, appealing to casual fans and basketball data enthusiasts alike

EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY, Scheller College of Business   **Atlanta, Georgia**
Bachelor of Science in Business Administration   *Degree Awarded*
- Concentration: Management Information Systems (MIS)   Highest Honors

SKILLS / INTERESTS

CliftonStrengths: Futuristic | Achiever | Responsibility | Arranger | Relator
Software/BI Tools: Snowflake, Domo, Tableau, Power BI, Microsoft Excel, Microsoft PowerPoint
Programming: SQL, Python, JavaScript, R
Certifications: Snowflake SnowPro Core, Domo MajorDomo, Advanced Microsoft Excel
Interests: Data Analytics/Viz, Customer Experience (CX) | Consumer Tech, Cooking, Basketball