

SHIVAM SEKHRI

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PROFILE

Data Analyst with expertise in **Excel, Power BI, SQL** and **Python** turning complex data into actionable insights and tracking KPI's to measure success. Recognized for critical thinking, collaboration, and delivering data-driven solutions that drive growth.

SKILLS

- ❖ **Data Analysis:** Proficient in Excel (VLOOKUP, Pivot Tables, Charts) and Python with strong skills in Pandas and NumPy.
- ❖ **Data Visualization:** Microsoft Power BI, Tableau, IBM Cognos, Matplotlib, and Seaborn for impactful visualizations.
- ❖ **Database Management:** MySQL, PL/SQL, Microsoft SQL Server, and Oracle SQL Developer for data management.
- ❖ **Machine Learning Techniques:** Linear Regression, Decision Trees, Random Forest, and Neural Networks.
- ❖ **Soft Skills:** Problem-solving, Critical thinking, Team Collaboration, Communication and Time Management.

EDUCATION

Business Insights and Analytics, Ontario Graduate Certificate <i>Humber College, Toronto, ON, CA</i>	Sep 2022 – Aug 2024
Computer Systems Technician- Software Support, Diploma <i>Mohawk College, Hamilton, ON, CA</i>	Jan 2016 – Apr 2018

WORK EXPERIENCE

Data Analyst Intern <i>Van Tech Med International Inc., Canada</i>	Jul 2024 – Sep 2024
<ul style="list-style-type: none">❖ Analyzed healthcare robotics trends, identifying key areas that improved product development efficiency by 15%.❖ Evaluated consumer perceptions of companion robots, using Power BI and Python, to increase engagement by 25%.❖ Boosted market penetration by 10% by conducting competitor analysis using SWOT and PESTLE frameworks.	
Operations Assistant <i>ERB Group of Companies, Canada</i>	Feb 2022 – Present
<ul style="list-style-type: none">❖ Demonstrated ability in MS Office by keeping records, ensuring accurate documentation of operational activities.❖ Achieved a 30% reduction in turnaround time by easing cross-departmental collaboration and process streamlining.❖ Cultivated a positive work environment by encouraging cooperation, leading to improved team cohesion.	

CERTIFICATIONS

❖ Microsoft Certified: PL-300 - Certified Power BI Data Analyst Associate	Jun 2024 – Jun 2025
❖ Oracle Certified: 120-071 - Oracle Database SQL Certified Associate	Sep 2023 – Apr 2025
❖ Python Institute Certified: PCEP™ - Certified Python Programmer	Aug 2024

PROJECTS

Marketing Campaign Analysis

- ❖ Analyzed Google and Facebook **marketing data** by platform, subchannel, and age group using **Excel pivot tables**.
- ❖ Built **Excel charts** (stacked bar, pie) to visualize metrics like **CPC, CPA**, and spend, aiding decision-making.

Toronto Transit Commission Report

- ❖ Crafted a **Power BI** report using **DAX** to perform in-depth analysis of TTC incident data, uncovering key insights.
- ❖ Used **Power Query** to clean data and **Google Maps Geocoding API** to retrieve and map precise incident locations.

Sales Data Analytics

- ❖ Conducted an in-depth analysis of sales data using **Oracle SQL Developer**, leveraging advanced **SQL** techniques.
- ❖ Executed over **thirty targeted queries** to analyze key insights on product performance and customer behavior.

Customer Churn Prediction

- ❖ Developed **4 machine learning models** using **Python** to predict customer churn, achieving an **85% accuracy rate**.
- ❖ Identified the highest-performing algorithms using techniques such as **exhaustive search** and **stepwise regression**.