# SHIVAM SEKHRI

**Etobicoke, Ontario, M9R 4B8**

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**GitHub:** https://github.com/shivamsekhri/data_analyst

## PROFILE

Data Analyst with expertise in **Python**, **SQL**, **Excel** and **Power BI**, 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**                    **Sep 2022 – Aug 2024**

*Humber College, Toronto, ON, CA*

**Computer Systems Technician- Software Support, Diploma**                    **Jan 2016 – Apr 2018**

*Mohawk College, Hamilton, ON, CA*

## WORK EXPERIENCE

**Data Analyst Intern**                    **Jul 2024 – Sep 2024**

*Van Tech Med International Inc., Canada*

- ❖ Analyzed companion robotic applications, identifying key trends 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**                    **Feb 2022 – Present**

*ERB Group of Companies*, Canada

- ❖ 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:** Certified Power BI Data Analyst Associate                    **Jun 2024 – Jun 2025**
- ❖ **Oracle Certified:** Oracle Database SQL Certified Associate                    **Sep 2023 – Apr 2025**
- ❖ **Python Institute Certified:** Certified Python Programmer                    **Aug 2024**

## PROJECTS

**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.

**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.

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