SHIVANI KARIKALAN

Chicago, Illinois

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Professional Summary

Business Analyst with strong analytical, problem-solving, and data-driven decision-making skills. Experienced in requirements gathering, process improvement, dashboard reporting, and translating business needs into actionable insights. Proficient in SQL, Python, Excel, and BI tools with a solid understanding of data modeling and business workflows. Adept at collaborating with cross-functional teams to support strategic and operational initiatives.

Technical Skills

Tools: Power BI, Advanced Excel (Power Query, Pivot Tables, VLOOKUP), PowerPoint, Word
Data Skills: Data Analysis, Data Cleaning & Validation, SQL ((Joins, CTEs, Window Functions)
Programming: Python (Basic), Cloud Computing
Business Analysis: Requirement Gathering, Stakeholder Communication
Analytics: Statistical Analysis, Documentation & Reporting
Methodologies: Agile & Scrum Methodology

EXPERIENCE

Vumba Online　　　　　　　　　　　　　　　　　　　　　　　　　　**Oct 2025 – Present**
Business Analyst Intern　　　　　　　　　　　　　　　　　　　　　　　　　　*Remote*

- Analyzed learner behavioral and survey data to track start rates, completion rates, engagement patterns, and drop-off points across the platform.
- Built structured weekly insight reports in Excel to monitor key product metrics and identify friction areas in the learning experience.
- Conducted question-level and screen-level analysis, contributing to data-backed recommendations that increased learner retention by 35%.
- Compared pre-update vs. post-update datasets to evaluate MVP changes, measure product impact, and assess learner progress.
- Collaborated closely with the product lead to define success metrics and guardrails, ensuring product iterations positively influenced learner outcomes.

Elevate Labs　　　　　　　　　　　　　　　　　　　　　　　　　　**Jun 2025 – Sep 2025**
Data Analyst Intern　　　　　　　　　　　　　　　　　　　　　　　　　　*Remote*

- Managed and validated datasets to ensure integrity and consistency across reporting systems.
- Automated dashboards in Excel and Power BI, reducing manual reporting errors.
- Delivered actionable insights aligned with business requirements.

PROJECTS

Costco Sales Performance Dashboard — Power BI ↗　　　　　　　　　　　　**2025**
  ∗ Built an interactive dashboard using DAX, star schema modeling, and KPIs to evaluate sales & profit trends.
Telecom Churn Prediction — Python (XGBoost, Random Forest) ↗　　　　　**2025**
  ∗ Developed an XGBoost churn model achieving 84% accuracy; identified key drivers using EDA & SMOTE
Retail Sales Data Warehouse — SQL ↗　　　　　　　　　　　　　　　　**2025**
  ∗ Designed fact-dimension schema and implemented OLAP queries to analyze sales and profitability.
Spotify SQL Analysis — SQL ↗　　　　　　　　　　　　　　　　　　**2025**
  ∗ Analyzed listening patterns to uncover regional trends, user preferences, and artist performance.

EDUCATION

Stuart School of Business, Illinois Institute of Technology　　　　　　　　**2026**
MBA–Business Analytics　　　　　　　　　　　　　　　　　　　　　*Chicago, USA*
PSGR Krishnammal College for Women　　　　　　　　　　　　　　　**2024**
BSc. Psychology　　　　　　　　　　　　　　　　　　　　　*Coimbatore, India*

CERTIFICATIONS

● AWS Certified Cloud Practitioner ● SQL Bootcamp ● Digital Marketing ● Python for Beginners (Coursera) ● Ask Questions to Make Data-Driven Decisions