

Vaishnavi Shukla

Motivated and result driven professional proficient in Data Analytics, dedicated to making a meaningful impact on businesses. Equipped with robust technical and interpersonal skills. Actively pursuing roles in the Data Analyst domain.

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WORK EXPERIENCE

Data Analyst

Omegasoft Technologies Pvt Ltd

01/2023 - Present

Pune

EdTech (Product Analytics)

- Engagement Analysis: Tracked engagement metrics and analyzed session data by cohorts to pinpoint high-potential users for targeted
- Retention Strategy: Employed cohort-based analysis to minimize drop-off rates among active subscribers, resulting in a 10% increase in retention from 32% to 42% by addressing critical user experience bottlenecks.
- A/B Testing: Conducted tests to determine users' preferred courses and proposed solutions for enhancing underperforming ones, leading to a 20% surge in subscriptions.
- **Product Analysis:** Implemented features such as course search functionality and personalized experiences for premium users.

Data Analyst

Omegasoft Technologies Pvt Ltd

01/2023 - Present FinTech (Marketing Analytics) Pune

- Maximizing Website Traffic and Bid Efficiency: Pinpointing top traffic sources and optimizing campaign conversions.
- Strategic Acquisition and Lifecycle Marketing: Profiling users, predicting consumer lifecycles, and deploying targeted campaigns for retention and advocacy.
- **Dashboard Implementation:** Crafting a comprehensive dashboard featuring critical KPIs such as WAU, MAU, and subscriber conversion rates, facilitating executive oversight of overarching business objectives.

R&D Engineer- Machine Learning & Image Processing

VaaaN Infra Pvt Ltd

07/2019 - 01/2020

Faridabad

- Video Incident Detection System(VIDS): Developed real-time VIDS software for highway incident detection, leveraging live camera feeds on NVIDIA Jetson Nano and Tegra.
- Implemented advanced algorithms for 22% faster system speed and 17% fewer false positives, enhancing data accuracy.
- Led VIDS software deployment, achieving a significant 24% efficiency boost.

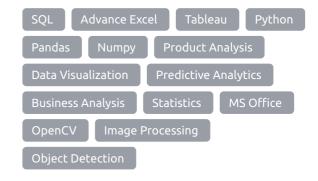
EDUCATION

Bachelor Of Technology (Computer Science & **Engineering**)

Banasthali Vidyapith, Rajasthan

2015 - 2019

SKILLS



PERSONAL PROJECTS

EV SALES DATA ANALYSIS

- Root Cause Analysis (RCA) using SQL revealing a 14% drop in cumulative sales volume within two weeks of the launch of a newly launched EV model for a leading EV
- Daily sales trend analysis for a specific product model, pinpointing key sales channels for **strategic decision** making and data visualization with Excel using slicers, pivot table and charts.
- Validated and Quantified sales drop for new product variant. Implemented hypothesis for analysis.

CUSTOMER BEHAVIOUR ANALYSIS(Using Python)

- Employed Python alongside Pandas, NumPy, and Matplotlib for in-depth customer behavior analysis, encompassing data preprocessing, exploratory analysis, segmentation, and predictive modeling.
- Translated analysis insights into actionable strategies to drive informed business decisions and boost customer satisfaction.

INTERNSHIP

R&D Intern(VaaaN Infra Pvt Ltd) (06/2018 - 12/2018)

Automatic License Plate Detection (ALPR): Developed an Indian license plate-focused ALPR system. Extracts plates, performs character segmentation and OCR, providing license plate numbers and their color.

LANGUAGES

Enalish . Hindi Full Professional Proficiency

INTERESTS

Cooking Personal Growth

Sociology

Reading Books

Dancing