

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

Omeegasoft Technologies Pvt Ltd

01/2023 - Present

EdTech (Product Analytics)

Pune

- **Engagement Analysis:** Tracked engagement metrics and analyzed session data by cohorts to pinpoint high-potential users for targeted outreach.
- **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

Omeegasoft 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

SQL

Advance Excel

Tableau

Python

Pandas

Numpy

Product Analysis

Data Visualization

Predictive Analytics

Business Analysis

Oracle

Statistics

MS Office

OpenCV

Image Processing

Object Detection

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 company.
- 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 (PyCharm IDE).

LANGUAGES

English , Hindi

Full Professional Proficiency

INTERESTS

Cooking

Personal Growth

Sociology

Reading Books

Dancing