

# SHREYA SONI

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## PROFESSIONAL SUMMARY

Data -driven Business Analyst with experience using SQL, Python, Tableau, Power BI, and Excel to optimize strategies, and turn complex data into actionable insights. Skilled in building dashboards, automating reports, and performing testing to deliver measurable business outcomes—achieving faster reporting, higher engagement, customer analysis, and improved decision-making. Strong collaborator experienced in documenting requirements, data-driven recommendations, process improvements that support strategic growth.

## SKILLS

- **Data & Visualization:** Python, HTML, R, Tableau, Power BI, Excel, BRD/FRD, Forecasting, Reporting, SWOT analysis, SAP ERP
- **Project & Tools:** Agile/Scrum, SDLC, Jira, classification, MS Project, A/B testing, Risk analysis, Cost/Benefit analysis, FIT/GAP analysis
- **Cloud & Databases:** AWS, Azure, SQL Server, MySQL, SharePoint, Visio, Trello, Google Analytics, Predictive Analytics and Modeling
- **DevOps & Testing:** UAT, Azure DevOps, Git/GitHub, Jenkins, PowerApps, Power Automation, Data Validation & Testing, SCRUM
- **Soft Skills:** Stakeholder Engagement, Problem-Solving, Leadership, Scheduling, Regression Modeling, Change Management, Quality Management, Team Management, Risk Management, Logistics Management, Planning, Time Management, Negotiating

## PROFESSIONAL EXPERIENCE

### Morph Management| Business Analyst

Aug 2024 - Present

- Facilitated JAD sessions with cross-functional teams (sales, product, operations) to align campaigns with KPIs, delivering actionable performance insights that boosted initiative success rates by 15% and improved campaign tracking accuracy.
- Designed and deployed dynamic visualizations in Power BI, translating large-scale datasets into clear operational metrics and insights, which improved decision-making speed by 25% across technical and non-technical stakeholders.
- Designed and delivered custom SQL-driven reports and dashboards, improving executive dashboard decisions by 25%.
- Built and optimized ETL pipelines using SQL, VBA/Macros, and XLOOKUP, cutting report generation time by 50% while ensuring scalable, repeatable reporting solutions for executives and business teams.

### P2PSifttek LLC| Business Analyst Intern

July 2023 - Aug 2023

- Led Agile sprint planning in Jira service management, ensuring on-time delivery of 100% of sprint goals & maintain sprint backlog.
- Partnered with stakeholders to gather, analyze, document requirements (BRD/FRD), enabling faster approvals & project alignment.
- Owned end-to-end reporting (requirements, modeling, dashboards, presentation); defined program success metrics, and issued weekly executive scorecards covering milestones, risks, impact, enabling 25% faster decisions and improved planning transparency.

### Ingram Micro| Associate Software Developer

July 2021 - Jul 2022

- Led the development and execution of a Power Apps project utilizing SharePoint in the data management process and implemented solutions that led to a 40% reduction in errors and a 30% improvement in overall data accuracy and increasing risk visibility.
- Automated and optimized ETL pipelines on large technical data into insights using SQL, Power Automate, and AWS, ensuring accuracy, compliance, and reducing manual work by 90 and reducing latency in reporting dashboards.
- Built and maintained Power BI dashboards for real-time operational and financial KPIs tracking, boosting reporting efficiency by 10%.
- Automated repetitive workflows by building RPA solutions with API integrations, cutting manual processing time by 40%.

### Nvish Solutions| Business Development Executive

Feb 2021 - July 2021

- Analyzed customer and market data, defining metrics and trends that drove 10+ partnerships and 15% revenue growth.
- Trained and mentored team members, strengthening product knowledge and boosting customer satisfaction ratings.
- Created user guides and conducted training sessions to drive adoption of new reporting dashboards across business units.

## CERTIFICATIONS

- Web Development (Udemy)
- SQL (Udemy)
- SAP ERP and Financial (LL)
- Python (Udemy)
- Excel Advanced (LL)
- Six Sigma Green Belt (SJSU)
- Dynamics 365 ERP (Microsoft)
- PMP (In progress)

## PROJECT

### Stock Market Prediction Using Temporal Convolutional Networks (TCN)

- Developed a TCN-based stock price model with 98% accuracy using TensorFlow and Pandas.
- Applied Monte Carlo Simulations and MPT to boost forecasting accuracy by 20% and optimized risk and portfolio performance via Sharpe Ratio and VaR, reducing volatility by 30%efficiency.

## EDUCATION

San Jose State University - Masters of Science in Engineering Management

Aug 2022 – May 2024

M.P.S.T.M.E, NMIMS - Bachelor of Science in Computer Science

July 2017 – May 2021