

SHREYA SONI

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PROFESSIONAL SUMMARY

Business/Data Analyst with experience using **SQL, Python, Tableau, Power BI, and Excel** to turn complex data into actionable insights. Skilled in building dashboards, automating reports, and optimizing processes, with measurable results including **50% faster reporting, 15% higher engagement, and 25% quicker approvals**. Strong collaborator experienced in documenting requirements and delivering data-driven recommendations that support decision making and 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, Confluence, MS Project, Lucidchart, 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
- **Soft Skills:** Stakeholder Engagement, Problem-Solving, Leadership, Scheduling, Resource Management, 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 tracking of representation by org/level.
- Designed and deployed dynamic visualizations in Power BI and Tableau, translating large-scale datasets into clear operational metrics and insights, which improved decision-making speed by 25% across technical and non-technical stakeholders.
- Built AI-driven reporting models with Python + NLP to auto-summarize KPIs, reducing manual analysis by 30%..
- Automated Excel reporting workflows 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); defined program success metrics, and issued weekly executive KPI 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 ETL using SQL, Power Automate and AWS, cutting manual work by 90% and enabling real-time fraud/breach monitoring.
- 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

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|---------------------------|--------------------------------|
| • Web Development (Udemy) | • Excel Advanced (LL) |
| • SQL (Udemy) | • Six Sigma Green Belt (SJSU) |
| • Google Analytics | • Dynamics 365 ERP (Microsoft) |
| • Python (Udemy) | • PMP (In progress) |

PROJECT

Procure-to-Pay Process Mapping & Gap Analysis

- Mapped end-to-end workflows from procurement to payment, identifying bottlenecks and automation opportunities
- Implementing supplier analytics dashboards (supplier payments, invoice accuracy, and spend forecast, predictive modeling/forecast, & BOM costing) reducing cycle time by 35%, and improved supply chain financial planning 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