Fnu Shubham

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Experienced analytics professional with 5 years in the industry, playing a key role in defining business problems and providing recommendations using data insights to achieve business goals. Skilled in Python, SQL, Tableau, AWS/ Azure and Excel.

TECHNICAL SKILLS

Data Visualization/ BI Tools/ Database: Tableau, MySQL, Microsoft SQL Server, Advanced Excel, PostgreSQL
Programming/ data modeling Tools: Python, SQL, Pycharm HTML, CSS, JavaScript, Airflow, Spark, DuckDB, Polars, dbt, Jenkins
Statistical and Machine Learning: SAS, R, Predictive Analytics, A/B Testing

EDUCATION

The University of Texas at Dallas   January 2022 - December 2023
Master of Science, Business Analytics (Data Science Track)   *CGPA: 3.8*

Netaji Subhas Institute of Technology, India   August 2013 - April 2017
Bachelors, Computer Engineering

WORK EXPERIENCE

Rebecca Everlene, Remote, US   May 2024 - Current
Data Analyst (Python)

● Expertly utilized OpenStreetMap API to automate the collection of geolocation data (latitude and longitude) for comprehensive address mapping by **web scraping** using python **Beautifulsoup, Requests** libraries to gather and refine data sets.

HotelKey, Carrollton, TX   September 2023 - May 2024
Data Analyst (Python, SQL, Tableau, AWS, Jenkins)

● Developed insightful dashboards using **Tableau**, preprocessing the data using **python** and **sql** script to monitor discrepancy in payment flows enhancing decision-making capabilities.
● Operational Improvement Using **SQL** and **Python**(**Pandas** Library): Developed **ETL pipeline** for data ingestion from various sources (RESTful API, CSV, XML), used Python scripts for **automation** (extraction, cleaning, merging and aggregating **transactional data**) of **financial reports** that helped to drive reconciliation process by finding discrepancy, improved data accuracy, business processes and reduced manual work by 16 hours.
● **Web Scraping** for Data Analysis: Utilized **BeautifulSoup** in Python to perform web scraping, efficiently collecting and storing data for further analysis and use in business applications.

The University of Texas at Dallas, TX   May 2023 - June 2023
Data Analyst (Python, Selenium)

● Spearheaded **data collection** process by developing a ETL Python script, incorporating web scraping using python(**BeautifulSoup, Requests** libraries) and selenium for automation.

Tyroo, India   January 2019 - December 2021
Senior Data Analyst (Python, SQL ,Tableau, GCP)

● **A/B Testing Performance Reporting**: Achieved a 30% increase in click-through rate and reduced cost per acquisition by 15% through targeted optimizations and data-driven analysis using Ads Manager, Tableau and Google Analytics.
● **KPI Data-Driven Marketing Dashboards**: Developed Tableau dashboards, monthly and Quarterly Business Review presentations for diverse stakeholders, showcasing vital KPIs to streamline campaign optimizations and driving revenue growth.
● **Sales Forecasting**: Utilized python to implement linear regression models for sales and revenue projections, empowered sales teams to amplify revenue by 30% and enhanced upselling efforts by 10%.

Apeejay Stya Group, India   June 2017 - January 2019
Data Analyst (Python, SQL ,Tableau, Excel)

● **Strategic Digital Marketing Analytics and Optimization**: Partnered with sales and marketing teams to develop Tableau dashboards, enhancing decision-making for digital campaigns and optimizing tag management on marketing collaterals.
● **Analyzed marketing data using SQL and Python**, significantly improving profitability by optimizing profit and loss reports, resulting in a 10% reduction in overhead costs and a 25% increase in revenue through refined campaign strategies.

PROJECTS (github.com/shubham14yadav) (public.tableau.com/app/profile/shubham.utd/vizzes)

● **Microsoft Azure Databricks Formula 1 Analysis**: Developed **PySpark** scripts for data ingestion, transforming CSV, JSON, and XML into a relational data model schema. Established a parquet-based data lake and implemented scheduled jobs for incremental loading. Designed **data models, visualizations and** dashboards with **Power BI** and **SparkSQL** to display key performance metrics for teams and racers.