Shubham Manisha Naik

+1 408-639-5672 | shubhammanisha.naik@sjsu.edu | Portfolio | Linkedin | Github

Data Enthusiast with expertise in Python, SQL, and advanced data visualization technologies, enhancing decision-making and efficiency through strategic data transformations across various domains in data science, analytics, and engineering.

Education

Master of Science, Data Analytics, (San Jose State University, San Jose, CA) Aug 2024 – May 2026

Relevant Coursework: Data Warehouse and Pipeline, Big Data Technologies, Data Visualization, Machine Learning.

Bachelor in Engineering, Information Technology, (Mumbai University, India) Apr 2019 – May 2023

Relevant Coursework: Data Structures and Algorithms, Database Management Systems, Data Mining and Business Intelligence.

Experience

Data Analyst, Beyond Marketing (India) Jun 2023 – Jul 2024

- Analyzed customer engagement data points monthly using SQL in MySQL, generating insights that drove 4 key strategic marketing initiatives, resulting in a 20% boost in campaign effectiveness.
- Transformed insightful data visualizations in Tableau to simplify complex data for stakeholders, directly contributing to a 20% increase in customer engagement and enhanced operational efficiency.
- Leveraged AWS for secure and scalable data storage, optimizing data accessibility by 40% and supporting robust, reliable analytics across teams.
- Collaborated cross-functionally to refine MVP features based on data-driven feedback, resulting in a significantly enhanced user interface and overall user experience.

Technical Skills

Programming Languages: Python - Pandas, Matplotlib, Numpy, Seaborn, Scikit-learn, SQL, DAX

Database and BI Tools:: MySQL, Power BI, Tableau, MongoDB, Streamlit, Snowflake, DBeaver, Advanced Excel

Other Tools and Technologies: AWS, Databricks, dbt, Airflow, BigQuery, DevOps, CI/CD, Docker, Git, Github

Relevant Projects

E-Commerce Analytics with Amazon Redshift (AWS Redshift, S3, DBeaver, Glue) Jul 2024 – Aug 2024

- Set up a data warehouse on Amazon Redshift to analyze e-commerce transactions data, leveraging Redshift's data loading capabilities to improve data processing speed by 35% and using performance optimization features to reduce query time.
- Designed and optimized data pipelines in Amazon Redshift, leveraging SQL queries, DISTKEY, and SORTKEY strategies to enhance query performance, improving data retrieval efficiency by over 30%.
- Proposed secure AWS data storage solutions, streamlining workflows and boosting system efficiency across teams.

E-commerce Product Catalog Management (Apache Airflow, dbt, Snowflake) Aug 2024 – Sep 2024

- Streamlined automated systems for monitoring pipeline performance which identified bottlenecks leading to reduced processing time by more than three hours per week on average during peak reporting periods.
- Analyzed SCD Type 2 for tracking historical data changes using dbt snapshots, supporting accurate point-in-time analysis and year-over-year performance insights.
- Leveraged Snowflake's zero-copy cloning to prototype and test new data models rapidly, optimizing development cycles while maintaining production stability.

Music Analytics Data Lake with Spark AWS S3 (MongoDB Atlas, Amazon S3, Power BI) Oct 2024 – Dec 2024

- Created an optimized framework using SQL queries within the new relational database that reduced processing time per query by 30 seconds, making it feasible for teams to access detailed reports promptly during analytical reviews.
- Developed data models to track key metrics, facilitating insights into high-traffic times and the most popular songs, improving business decision-making.
- Implemented reliable data storage solutions, ensuring consistency and accessibility of data for Sparkify's analytical goals, supporting advanced queries and reporting.

Publications

Blockchain Crowdfunding: A New Era in Democratizing Investment Opportunities Jul 2022 – Jul 2023

Soft Computing for Security Applications. ICSCS 2023. Advances in Intelligent Systems and Computing, vol 1449. Springer DOI:10.1007/978-981-99-3608-3_13