

# Shubham Dinesh Parulekar

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## SUMMARY

Data Analyst with 3+ years of experience transforming large-scale datasets into strategic business insights. Skilled in SQL, Python, and BI tools with a focus on building scalable pipelines, statistical analysis, and data storytelling to support better business decisions. Adept at developing solutions that drive product optimization, revenue growth, and operational efficiency.

## SKILLS AND CERTIFICATIONS

**Programming:** Python(Pandas, NumPy, Matplotlib, OpenCV, scikit-learn, Tensorflow, Pytorch), R, SQL, MongoDB, Snowflake.

**Tools:** Power BI, Tableau, Excel, PowerPoint, Git, Apache Spark, Hadoop, BigQuery, Airflow, Docker.

**Cloud Services:** **AWS:** S3, Sagemaker, Lambda, Redshift | **Azure:** Data Factory, Databricks | **GCP:** GKE, CDN, Cloud Storage.

**Technical Skills:** Data Cleaning, Data Visualization and Storytelling, KPI Reporting, Statistical Modelling, Forecasting, Regression, A/B Testing, ETL Workflows, Predictive Modeling, Business Intelligence, Big Data Analytics, Generative AI & LLM development.

**Soft Skills:** Written and Verbal Communication, Collaboration, Problem-Solving, Critical Thinking, Attention to Detail.

**Certification:** Microsoft Certified: Power BI Data Analyst, Microsoft Certified: Azure Developer, Professional Scrum Master

## WORK EXPERIENCE

### Business Data Analyst | QuantiPhi Analytics

July 2021 - August 2024

- Automated monthly sales and product usage reporting by creating ETL scripts and scheduled workflows, reducing reporting time from 3 days to a few hours and freeing up time for strategic analysis.
- Collaborated with business and marketing teams to understand key goals, pulled relevant data using SQL, and visualized campaign performance using Power BI, leading to a more informed budget reallocation that improved ROI by 20%
- Cleaned and merged user-level, transaction, and event-tracking data from various platforms to identify user retention patterns and create executive-ready reports that highlighted drop-off points across product features.
- Assisted the product team in deciding feature changes by running A/B test analysis, comparing group behavior, and clearly explaining the impact of proposed updates through dashboards and reports.
- Reviewed raw data outputs daily for inconsistencies, set up alert rules for anomalies in key performance metrics, and coordinated with engineering to resolve data issues faster and reduce reporting errors.

### Business Data Analyst Intern | QuantiPhi Analytics

January 2021 - July 2021

- Analyzed churn patterns by user segment, summarizing behavioral insights in Power BI visuals that led to better targeting of win-back campaigns and improved retention by over 10% within one quarter.
- Partnered with the analytics engineering team to clean input data, standardize naming conventions, and prepare consistent datasets used for churn prediction models, improving model quality.
- Created plug-and-play automated monitoring views and visualization templates for business managers to track region-level KPIs and sales activities, increasing team adoption of analytics tools and reducing dependency on technical staff.

### Data Analyst Intern | BitGenie Technologies

April 2020 - July 2020

- Built interactive reports and visualizations that tracked user interactions by region and time of day, which helped the design team prioritize features and improve user experience for the most active time windows.
- Designed easy-to-use SQL queries that answered frequently asked business questions, reducing the need for engineers to pull custom reports and enabling faster decision-making by operations teams.
- Standardized key metrics and definitions across reports to ensure consistency in tracking performance and reduce confusion among teams.

## EDUCATION

University of Illinois, Urbana-Champaign | MS Information Management

August 2024 - May 2026

**Coursework:** Statistics and Data Modeling, Data Science, Data Mining, Data Warehousing and Business Intelligence

Sardar Patel Institute of Technology | B.Tech in Electronics and Telecommunication

June 2017 - May 2021

**Coursework:** Data Structures and Algorithms, Database Management, Machine Learning & Artificial Intelligence, Cryptography.

## PROJECTS

### Smart Inventory Planner for Small Retailers (Python + Excel + Power BI):

- Built a dashboard-driven tool to analyze sales trends and flag overstock/stockout items, improving inventory balance by ~18% in simulations.
- Enabled data-backed reorder decisions that could reduce holding costs and lost sales, targeting small retailers with limited analytics resources.

### Real-World Job Trends Scanner (Python + Pandas + Matplotlib):

- Created a personal skill-tracking tool by scraping 10,000+ job listings to highlight high-demand skills and make data-driven decisions about personal career development.
- Used Python (requests, BeautifulSoup, regex) to extract job post data, then cleaned and visualized it using Pandas and Matplotlib, and built filters by role, location, and industry to compare demand shifts across job categories.

### Customer Voice Sentiment Analyzer (Python, NLTK, Pandas, Matplotlib):

- Processed 5,000+ open-ended survey responses, extracting sentiment scores and uncovering frequently mentioned issues.
- Created visual reports to identify top pain points and monitor sentiment shifts, supporting better product and support insights.