Shaswot Joshi

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SKILLS

- **Languages:** Python, SQL (PostgreSQL, dbt, Oracle Microsoft SQL Server), R
- **Data Visualization:** Power BI, Tableau, Excel, Word, PowerPoint
- **Cloud Platforms:** Snowflake, AWS (S3, IAM, EC2)

PROFESSIONAL EXPERIENCE

Data Science/Analytics Intern — Jun 2025 – Present
Purposely.ai — New York, NY

- Built regression-based models in Python to forecast ROI of campaigns enabling marketing teams to optimize budget allocation
- Designed data visualization dashboards in Power BI to react performance trends and identify growth opportunities
- Designed data cleansing and transformation processes using Pandas and NumPy for incoming datasets, enhancing reporting accuracy and ensuring consistency across performance metrics
- Developed a new KPI framework that integrates effect size, statistical confidence, and data credibility into a single 0–10 scoring system, enabling stakeholders to interpret performance metrics with clarity and trust
- Developed client-facing data visualizations in Matplotlib to highlight KPI trends across multiple dimensions, enabling accurate performance tracking and more informed decision-making in executive slide decks
- Standardized SQL queries for ad-hoc reporting, improving responsiveness to business requests and enabling faster decision-making

Data Analyst — Feb 2022 – Jul 2023
Logicabeans Pvt Ltd — Kathmandu, Nepal

- Leveraged Snowflake and dbt for data transformations and pipeline optimization, integrating Git-based version control to streamline collaboration and ensure reproducibility of datasets
- Built SQL-based ETL pipelines for Power BI dashboards, cutting reporting cycles by 30% and providing finance leadership with real-time performance visibility
- Developed interactive Power BI dashboards to track revenue and operational KPIs, empowering 50+ non-technical users with actionable insights
- Automated recurring reports with Python and Airflow, saving 10+ analyst hours monthly and ensuring on-time delivery of executive reports
- Documented pipeline processes and validated transformation logic, reducing audit-related errors by 15% and strengthening compliance readiness
- Collaborated cross-functionally with product, operations, and sales teams to implement data-driven improvements, increasing efficiency across departments

PROJECTS

Customer Segmentation & RFM Analysis (Python, SQL, Tableau)

- Performed segmentation with SQL and Python to calculate Recency, Frequency, and Monetary (RFM) scores, identifying high-value customer segments and churn risks
- Produced insights that guided marketing strategies and improved retention planning for business stakeholders

Sales Performance Dashboard (Power BI, SQL)

- Designed dashboards to monitor sales KPIs, conversion rates, and acquisition costs, enabling leaders to track performance trends
- Reduced reporting cycles by 35% through SQL transformations and automated refresh schedules, ensuring timely availability of data for decisions

EDUCATION

University of Rochester — Dec 2024
Masters of Science in Business Analytics — Rochester, NY