## Contact

www.linkedin.com/in/
shashankdwivedi115 (LinkedIn)

## Top Skills

Data Analysis

Statistics

Auditing

## Languages

English (Native or Bilingual)

Hindi (Native or Bilingual)

## Certifications

Google Analytics for Beginners

Advanced Google Analytics

Envision

# Shashank Dwivedi

Fraud Analyst || Scotiabank /* Data // Analytics // Research //
Marketing // Consulting */

Scarborough, Ontario, Canada

## Summary

Analytics - Facts - Statistics - Data Research - Decisions

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## Experience

**Scotiabank**
Fraud Analyst
March 2019 - Present
Toronto, Ontario, Canada

**Loblaw Companies Limited**
Customer Service Representative - Cashier
July 2018 - May 2019 (11 months)
Toronto, Canada Area

- Providing best solution to customer queries with a great technical expertise

- Processing orders quickly and efficiently at the POS

- Analysis of customer needs and demands, forwarding the issue to the
concerned departments

- Managing the customer inquiry from point of intake to resolution for the
satisfactory results in assistance with the admistration and sales departments

**Business Tech Ninjas**
Google Analytics Ninja
October 2018 - December 2018 (3 months)
Toronto, Canada Area

Audit existing analytics implementations

Create conversion funnels

Setup advanced eCommerce tracking

Create reports and dashboards; visualize data for our client

Monitor and evaluate search results and search performance across the major
search channels

Chegg Inc.
Mathematics & Statistics Expert
March 2017 - April 2018 (1 year 2 months)

Domigo
Market Research Analyst
November 2016 - February 2018 (1 year 4 months)
Indore Area, India

● Collected data on consumers, competitors and market place. Consolidated information into actionable items, reports and presentations (Visuals, Excel and PDF's)
● Used regression analysis models to define important variables and parameters for future
● Studied business and marketing strategies for future based on current and past market trends
● Compied and analyzed statistical data using modern and traditional techniques
● Evaluated program methodology and key data to ensure that data on the releases are accurate and the angle of the release is correct

Paytm
Fraud Monitoring Analyst
July 2015 - August 2016 (1 year 2 months)
Noida Area, India

● Responsible for managing, monitoring and coordinating fraud risk management projects for credit and debit transactions done from the customer end
● Real time monitoring to flag suspicious activities using data interpretation and analytical techniques
● Data extraction from SQL and HIVE databases, while exporting it in Excel for further analysis to make decisions
● Presented data in the form of reports and dashboards using Tableau, Excel Pivot charts and MS Powerpoint
● Continuous Quality audit check in assistance with the customer support team (CST) through CRM engines Salsforce and Zendesk
● Worked closely with the legal, marketing and management teams to prioritize business and information needs
● Identifying new patterns and trends in complex data sets to define new improvements in the processes to avoid fraudulent activities and risks in future

## Education

Centennial College
Marketing - Research and Analytics · (2018 - 2018)

Oriental Institute of Science & Technology Bhopal
Bachelor of Engineering (BE), Automobile Engineering · (2011 - 2015)