Shruti Taware

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Summary

- 3+ years of experience in data analyses to derive meaningful insights and strategies for business marketing
- Expert in identifying trends and patterns, creating dashboards, generating reports and visualization for business problems
- Skilled in processing data using data mining, natural language processing and performing predictive analysis

Education

Master of Science, Computer Science | *California State University, Fullerton (3.77)*	**Aug 2018 - May 2020**
Bachelor of Engineering, Computer Engineering | *Savitribai Phule Pune University, India (3.35)*	**Jul 2014 - May 2018**

Technical Skills

Languages & DB: Python, R, SQL, Tableau, Excel, Power BI, MySQL, PostgreSQL, SQL Server, MS Access, Visio, UML, Qlikview
Tools & Methodologies: Google Analytics, A/B testing, Adobe Analytics, SAS, SSIS, Google AdWords, Waterfall, Agile, JIRA
Predictive Algorithm: Decision Tree, Random Forest, Regression, Classification, XGBoost, SVM, K-NN, Clustering, Segmentation

Work Experience

Graduate Data Analyst | *California State University, Fullerton*   Apr 2019 – May 2020
- Gathered team and technical requirements using ServiceNow and Kanban Board for task management in JIRA
- Derived marketing strategy for student enrollment by generating reports in Excel (macros, v-lookups, pivot tables)
- Implemented code for data migration from MS Access to SQL Server database using ETL tool- SSIS
- Automated reports by aggregating data from SQL, MS Access database for multiple departments, performed ad-hoc analysis on number of students enrolled, courses preferred and provided recommendation for new course plan
- Created dashboards in Tableau for fetched data from MySQL to visualize web marketing strategies and provided insights
- Conducted unit tests and developed database queries to analyze the effects and troubleshoot any issues that raised

Application Development Analyst | *Shivam Group's Photo World Pvt. Ltd., India*   Feb 2017 – Jun 2018
- Identified trends, patterns by executing cluster analysis and customer segmentation for users accessing the website
- Crafted users, products database schema in MySQL. Recommended improvements to predict products based on user interest by executing data mining (Content-based, Collaborative, Context-based) models for profitable deliverables
- Monitored Google Analytics KPIs- sessions for new/returning users, bounce rate to perform A/B testing for traffic optimization and geo analysis to analyze trends based on season, month, date, time, and user behavior
- Built dashboard in Tableau to perform sales and growth analysis on products which led to increase in the company sales

Data Analyst Intern | *Crunchersoft Technologies Pvt. Ltd., India*   Aug 2016 – Jan 2017
- Analyzed customer data exported from SQL by generating reports for Transport & Expense Management System
- Designed ER model for database tables using MySQL Workbench, rectified Data Redundancy & Consistency issues
- Performed database functionalities such as user roles/ privileges for 5 user logins, 3 views to display a subset of information, table locks to restrict table WRITE operations, 3 stored procedures and subqueries

Projects

Fintech Hiring Trends Analytics   **Python, Machine Learning, Tableau**
- Implemented Web Scraping, Data cleaning and preprocessing, Feature Engineering, Word Count, TF-IDF, and Text Rank algorithms to draw comparisons among banks and determine most demanding technologies across 24 U.S banks
- Analyzed 30,000 jobs and identified job keywords, categories, distribution and finalized top 5 banks for FinTech job seekers
- Provided insights, suggestions & visualized outcomes- key areas, hiring trends based on location, job sectors using Tableau

Stock Market Prediction for Twitter Sentiment Analysis   **Python, Tableau, SVM, Random Forest, LSTM**
- Analyzed past stock prices to predict future values by mining customer reviews by aggregating company tweets
- Created dashboards and graph analysis in Tableau to predict stock variations for company's sales and daily products