

# YASH SHAH

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Highly motivated and detail-oriented data enthusiast with a passion for using data to drive business performance and enhance efficiency. With Experience in varied industries such as Banking, Customer service, Media, and Insurance I am proficient in data analysis, data visualization, and statistical analysis, I excel at transforming raw data into actionable insights that address complex business challenges. With a strong technical aptitude and expertise in programming languages such as Python and SQL, I am dedicated to leveraging data to deliver measurable results for organizations.

## EDUCATION

### MSc in Business Analytics (STEM Extension)

Graduated: May 2023

Hult International Business School | Cambridge, MA

Relevant Coursework: Data Analytics and Visualization, Database Management, Business Intelligence, Machine Learning

### MSc in International Marketing

Graduated: Aug 2022

Hult International Business School | Cambridge, MA

Relevant Coursework: Economics, Business Analysis and Design, Business Statistics, Research Methodologies

### PG Media Advertising & Communications

Graduated: Aug 2018

Indian School of Design and Innovation - WPP | Mumbai, India

Relevant Coursework: Media Planning, Experiential Marketing, Marketing Strategy, Brand Management, Social Media Marketing

## PROFESSIONAL EXPERIENCE

### Data Analyst Intern

Jul 2023 - Present

Spinnaker Analytics | Boston, United States

- Lead data preparation efforts, including meticulous data cleaning, preprocessing, and visualization, to ensure data integrity for accurate analysis and impactful reporting.
- Apply advanced data analytics techniques to unearth valuable trends and patterns within complex datasets, facilitating data-driven decision-making and process enhancements.

### Media Planning Executive

Apr 2019 - May 2021

Zenith ROI Agency (Publicis Media) | Mumbai, India

- Utilized data analysis skills to manage vendor and client relationships, improving the quality placement of advertisements on a weekly basis.
- Generated and analyzed MIS reports, conducted data crunching for TV and Print-specific data daily, and applied statistical interpretation to enhance data-driven decision-making.
- Resolved discrepancies between planned and actual ad performance through data analysis.
- Negotiated effectively with the channel sales team to secure optimal deals for weekly ad spots, leveraging data insights.

### Media Planning Specialist

Sept 2018 – Mar 2019

Mediacom (Group M) | Mumbai, India

- Collaborated with media vendors to negotiate and secure the best possible media rates for clients.
- Developed customized media plans and strategies for clients based on their specific brand needs.
- Collaborated with the strategy and planning team to analyze projects and the development of implementation plans.
- Created and managed MIS reports, conducting an in-depth analysis of TV and Print-specific data to support informed decision-making.

### Client Service Associate

Dec 2016 - May 2017

Wipro BPS Private Limited | Mumbai, India

- Skillfully managed inbound calls, addressing and resolving client complaints efficiently while adhering to strict compliance standards.
- Demonstrated strong client handling abilities, ensuring customer satisfaction, and maintaining high service quality.

### Team Member- Custody Middle Office Trades Department

June 2016 - Oct 2016

JP Morgan Chase Pvt. Ltd | Mumbai, India

- Managed critical tasks involving credit breach identification, trade investigations, and report processing.
- Compiled and marked daily reports for internal review, providing critical data on trading activities, exposure, and potential risk areas
- Managed the input and verification of trade details in the system, guaranteeing high data integrity and accuracy for subsequent processing stages.

## PROJECTS

### Catholic Population by Zip Code

Successfully led a data Integration and analysis initiative that combined data between geographic and demographic data sets. The project involved data cleaning, standardization, Resolving Missing Values, and data type disparities, after which we merged the data sets. The resulting dataset allowed for comprehensive analysis, enabling the calculation of ranks and percentages for multiple years. This Project not only saved 200+ hours of data preprocessing but also delivered a 10% increase in data accuracy.

### Data Integration and Analysis in Insurance

Managed a comprehensive data integration and analysis project in the insurance industry, handling over 34,000 policy records. Successfully aggregated policies for 32,144 unique sponsors, creating a concise report highlighting the count and list of policies for each sponsor. Utilized Python and Pandas for data processing and merging. The project resulted in a 47% reduction in data redundancy and significantly improved data accessibility and reporting efficiency, enhancing overall data management in the organization.

### Customer Segmentation for Product Marketing

The project involved analyzing a dataset of customer information and product preferences. After preprocessing, I applied K-Modes clustering method with parallel processing for efficiency, resulting in faster processing times. The analysis divided 6,750 customers into 9 distinct clusters. Notably, 1,200 customers preferred fixed accounts, and 1,800 customers were interested in annuity products. These insights are valuable for creating targeted marketing strategies and personalized product recommendations.

## KEY SKILLS AND CORE COMPETENCIES

- **Technical Skills:** Data Visualization, Statistical Analysis, KPI Tracking, Dashboard Creation, Risk Assessment, Programming
- **Analytical Tools:** Python, SQL, Tableau, MS Excel, Microsoft Office Suite, Agile Methodologies, Jira, Confluence, AWS
- **Soft Skills:** Effective Communication, Problem-Solving, Leadership, Adaptability, Time Management