

# SHREYA PARIKH

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## EDUCATION

### Master's Degree in Business Analytics

Aug 2021 – Dec 2022

California State University East Bay, CA, USA

### Bachelor's Degree in Electronics and Communication

Jul 2010 – Jul 2014

Rajasthan Technical University, India

## PROFESSIONAL SUMMARY

Certified McKinsey Product Manager with an experience of 6 years as a Business Analyst. Graduated in December 2022 with M.S. in Business Analytics and seeking corporate experience to apply the acquired skills.

## SKILLS

- **Programming Languages:** R, Python, Java.
- **Database:** SSMS, Oracle SQL, MySQL.
- **Datawarehouse:** BigQuery, AWS.
- **Tools:** Amplitude, New Relic, Miro, Figma, RStudio, PyCharm, Spyder, Microsoft Excel (for statistics), Jupyter, Oracle R12, Microsoft Office, Jira, Tableau.
- **Big Data Tools:** Hadoop, Hive, Pig.
- **Methodologies:** Scrum, Agile, Waterfall.
- **Domains:** Automotive, Insurance, Finance.
- **Worked on:** Creating product roadmaps, data driven product development, customer feedback and user research, data classification and prediction, data mining, sampling methods, data visualization and analysis, data warehousing including designing and optimizing star schema.
- **Non-technical skills:** Leadership, communication, adaptive learner, analytical person, critical thinker.

## PROJECT EXPERIENCE (MS in Business Analytics)

- **Data Mining:** Collected, cleaned, analyzed, and visualized data to produce valuable insights for publishers to increase their reach on social media platforms. Programming language: R.
- **SQL:** Designed and implemented a database to store data of universities across a country to analyze and perform comparisons and publish statistics. Database: MySQL
- **Data Optimization:** Developed an optimization model using integer linear programming for the users of mobile application game. This model selects required number of football players from a larger pool in a way to gain maximum points with minimum cost. Software used: Excel
- **Data Analytics:** Built regression models to predict the prices of properties in the real estate market and how prices increased post the pandemic. Programming language: Python (NumPy, pandas, web scraping)

## WORK EXPERIENCE

### CDK Global (San Jose, CA)

#### Product Management Intern

June 2022 – Dec 2022

- Contributed towards modernized product development through data driven analysis.
- Participated in market research and customer interviews, helped synthesize requirements and product backlog.
- Assisted in creating product roadmap and documenting user journey for product development in Agile framework.
- Collaborated with SMEs and engineering teams to ensure on-time product launch.
- Developed tableau reports and dashboards to present key results.
- Helped collect and interpret market data in order to identify enhancements and strategic initiatives.
- **Project Initiative:** Built Data Mining model for dealerships to predict customer "No-shows" for any given day. Created a dashboard for dealerships to get a view of day this prediction along with associated revenue Impact.

### Tata Consultancy Services (Pune, India)

#### Information Technology Analyst

Oct 2014 – Apr 2021

- Worked on data integration and migration projects in agile framework.
- Worked as Agile facilitator for the team and contributed towards establishing and following Scrum framework.
- Worked closely with business for impact analysis of integrating applications to current data structure and architecture.
- Analyzed business systems and processes and documented requirements for successful implementation.