Shivani Laad
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Summary

- MS in Computer Engineering with over 3 years of experience**.** An experienced **Data Analyst / Business Analyst** with a knack for devising data driven solutions. Experience spanning in **eCommerce** and **Banking & Financial Services**
- Experienced in writing **SQL** queries for pulling data from the database tables
- Experienced in preparing compelling visual reports in Tableau, Excel, PowerBI and Confluence conveying data trends and findings. Beginners knowledge of Python (running and tweaking written scripts)

Education

Masters in Computer Engineering, Stevens Institute of Technology, NJ, Dec 2017
Bachelor of Engineering, Computer Engineering, University of Pune, May 2016

Professional Experience

Business Analyst   **Oct 2019 – Present**
Walmart eCommerce, San Bruno – California
Responsibilities:

- Running SQL queries across databases and analyzing the findings for Data Quality. The analysis involves comparing data across systems and arriving at the root cause of data discrepancy and comparing related attributes within a table and finding inconsistencies
- Preparing reports in Tableau, Excel, Powerpoint and Confluence highlighting the data findings that would help Product Team make informed decisions
- Following-up with the Engineering Teams to fix system bugs that lead to inconsistent data
- Supporting the Data Science and Search Team by generating training/seed data which is used by the in-house model for classification, and in evaluation of the enhancements made to the machine learning model
- Running catalog classification accuracy check on data running into millions of items by using pre-created Python scripts to manipulate data
- Providing classification resolution updates/status to various stakeholders using Confluence dashboard for reporting trends

Environment/Tools**:** SQL Server, Solr, Tableau, JIRA, Confluence, ATOM, Sharepoint, Python, Visio, MS Office Suite, Agile, Slack

Data Analyst   **Aug 2019 – Sept 2019**
Apple, Cupertino – California
Responsibilities:

- Interacted with the business users to clarify the business requirements and provided reports, insights from the analytics exercise carried out
- Fetched data and prepared analytics insights on visitor engagement using **Tableau**
- Ran data queries in **SQL** to fetch insights on Apple Accounts, and Contacts for supporting the Enterprise Marketing Team for campaign insights
- Prepared detailed documentation for creating the Data Dictionary of the various tables, and fields existing in the Database
  Environment/Tools**:** SQL Server, Hive, Hue, JIRA, Confluence, Tableau, Sharepoint, Python JIRA, Visio, Agile, Slack

Business Data Analyst   **May 2019 – Aug 2019**
GAP, San Francisco – California
Responsibilities:

- Built SQL scripts to generate data daily and pulled data from existing sources to develop reports and dashboards based on customer satisfaction
- Maintained executive, operational metrics dashboard using Power BI and created PMO Project JIRAs, BRDs & FRDs
- Used SQL to pull data for preparing reports with the Management on the impact of system capabilities built

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- Improved data extraction process by creating R scripts also tracked project progress using Smartsheet and managed project plans and risk related issues
- Maintained internal data management systems and continuously monitored data quality and integrity on Sharepoint, Collaborate and Panaroma
- Created SQL queries to analyze data issues and analyzed database objects (stored procedures, triggers, functions) to extrapolate business logics and document them

Environment/Tools: Trello, JIRA, Smartsheet, Confluence, Visio, MS Office Suite, Agile, Slack, Cisco WebEx

Apps Dev, Programmer Analyst II   **Feb 2018 – April 2019**
Citibank – New York

Responsibilities:

- Independently queried data using SQL from multiple relational databases for analysis, resolved data anomalies
- Acted as a liaison between Marketing and Operations teams to build new analytical reports and propose technical fixes
- Re-designed business process to make them more efficient and provided end to end management of data project that automated weekly reports in under 3 months through cross-functional collaboration with Operations and Data Engineering teams
- Designed and developed user friendly reports and was involved in performance tuning of existing reports
- Generated complex excel chart, pivot tables to create summarized reports and actively participated in resolving complex project issues concerning data consumption by downstream systems
- Wrote detailed specs for the developers to understand the requirements without ambiguity
  Environment/Tools: Progress, Query Tool, JAVA, J2EE, Visio, Project, SharePoint, ServiceNow, Brightwork, QlikView, Salesforce, AT&T-Cisco/UCCX, Pegasystems, Doc-link

Data Analyst   **Aug 20 - Dec 2017**
Crowded Company – New York

Responsibilities:

- Designed, developed and implemented **test plans, test cases, and test scripts** for the software application by going through the requirements documentation and IT Design documents
- Interacted with data analysts and developers to gain better understanding of client requirements and identified patterns in datasets to generate strategies with actionable insights for a program that drove $10K revenue in 2 months
- Provided support for integrations and client migration platforms and automated SQL scripts using Macros
- Developed and enhanced the R model to replace in-house tool to segregate most professional candidates based on candidate profiles from iCIMS database derived from various parameters
- Reduced data dimension using machine learning techniques such as Neural Network in R and performed excel data cleansing to develop ad-hoc reports in Tableau using JIRA data
  Environment: HTML, XML, JDBC, Eclipse, R, SQL, Tableau

Summer Technology Analyst   **May 2017 – Aug 2017**
Credit Suisse, New York

Responsibilities:

- Extracted financial data and news from yahoo and RSS feeds to perform sentiment analysis on ticker performance
- Performed model evaluation of various machine learning algorithms using cross validation in Python
- Developed an R Shiny application to visualize ticker performance and implemented Logistic Regression, Random Forest, KNN machine learning algorithms to fetch sentiment highlights of each ticker
- Performed data analysis with various analytical tools, such as Python, Microsoft Excel and SAS
- Wrote Python scripts to list active Bloomberg user accounts and updated target excel based repository

Environment: Python, R Studio, SQL, Python, SAS, R Shiny