

# Isha Shukla

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## PROFILE SUMMARY

**Data Analyst** with 1.5 years of experience extracting actionable insights from complex datasets using **Python, SQL, and Excel**. Skilled in **data visualization** with **Tableau** and Power BI, statistical analysis, and predictive modeling to drive business decisions. Passionate about leveraging data to optimize operations and improve efficiency.

## SKILLS

**Languages:** C/C++, Java, SQL and Python.

**Machine Learning:** Classification, Regression, Clustering - Decision Trees, NLP (Text Analysis), Unsupervised Learning (Clustering, PCA).

**Data Visualization:** Tableau, matplotlib, seaborn, MS Excel(Advanced), Power BI, PowerPoint

**Statistical Methods:** EDA, Data Manipulation, Outlier Detection & Treatment, Missing Value & Imputations, Hypothesis Testing, ANOVA, Dimensionality Reduction, Feature Engineering, Time Series Forecasting.

**Communication and Collaboration Tools:** Slack, JIRA, Confluence

## WORK EXPERIENCE

### Freelance Consultant - Self-Employed | Data Analyst

Sept 2024 - Present

- Analyzed and cleaned sales data for **small businesses using Excel and SQL**, **improving report accuracy by 25%** and making revenue trends easier to track.
- Cleaned and organized messy datasets in **Excel and Python**, making reports easier to understand.
- Helped a **startup automate monthly reports using SQL queries**, **reducing manual effort by 10%**.

### CSG Systems International | Data Analyst

Jan 2023 - Aug 2024

- Automated **data processing tasks with Python**, saving **20** hours weekly and enhancing **operational efficiency by 25%**.
- Used **140+ SQL queries** to handle billing inquiries, extracting, cleaning, and analyzing data, reducing manual work by 30% and improving report accuracy.
- Reduced **data discrepancy incidents by 45%** by implementing a robust data validation framework.
- Created automated testing protocols using **Python scripts**, cutting testing time by **42%** and saving **\$10k** per project.
- Deployed **10+ features via Jenkins**, automating production deployments for increased efficiency.

## PROJECTS

### User Activity Analysis Using SQL | Join, Subqueries, MySQL Workbench, DML

Dec 2024

- Analyzed user activity data from multiple tables, uncovering insights on engagement, activity patterns, and usage trends, leading to a **15% improvement in user retention strategies**.

### Customer Churn Prediction | EDA, Discriminant Analysis, Ensemble modeling and Predictive Modelling

Sept 2024

- Developed predictive models using eight different algorithms, including XGBoost, Random Forest, LDA, Logistic Regression, KNN, and SVM, while employing the SMOTE oversampling technique to address class imbalance. Improved retention by 15% using **Random Forest with SMOTE**, achieving **97% accuracy**. Additionally, refined customer satisfaction by 10% through personalized campaigns and created a model to identify at-risk customers, leading to a 20% reduction in churn.

### Credit Default Prediction and Stock Market Risk Analysis | Default Prediction, Financial metrics

July 2024

- Part A: Developed machine learning models to predict a company's ability to meet its debt obligations, improving **prediction accuracy by 25%**. Provided actionable insights to stakeholders, enabling informed decisions regarding lending and investment strategies that led to a **15% reduction in bad debt provisions**.
- Part B: Conducted market risk analysis by calculating the mean and standard deviation of stock returns, assessing stock performance and **volatility with an accuracy rate of 95%**.

### Forecasting Wine Sales company | TSF, Data Cleaning, Decomposition, Moving Average, ARIMA, SARIMA

May 2024

- Forecasted wine sales using **ARIMA and SARIMA models** based on 5 years of historical data. Cleaned and decomposed the data to analyze trends and seasonality, achieving 92% accuracy. Provided **sales predictions with 95% confidence intervals**, resulting in a **15% reduction in overstock** and improved demand planning during peak seasons.

### Car Insurance Claim Analysis | Data Visualization using TABLEAU

June 2024

- Analyzed Car Insurance Claims dataset to identify trends and patterns, achieving a 25% increase in predictive accuracy of high-risk claims. Contributed to an overall cost savings of \$200K annually through process optimizations and reduced claim rates, while boosting customer satisfaction scores by 9%.

## EDUCATION

### Deakin University, Australia

Oct 2024 - Present

Master's Degree in Data Science(Online)

### The University of Texas at Austin, United States

Sept 2023 - Sept 2024

Post Graduate Program in Data Science and Business Analytics(Online), CGPA: 3.97/5.00

### Kalinga Institute of Industrial Technology, Bhubaneshwar

July 2019 - June 2023

Bachelor of Technology in Electronics and Telecommunication, CGPA: 8.62/10.00

## CERTIFICATIONS AND ACHIEVEMENTS

- Data Analysis using Excel - [Great Learning](#)
- SQL(Intermediate): [Hackerrank](#)
- SQL(Advanced): [Hackerrank](#)
- Ranked top 5th among 180 students in UT Austin's program for developing advanced data analytics models - [Link](#)