SHUBHAM PAWAR

Business Analyst

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PROFILE

Exceptionally analytical self-starter with enthusiasm looking for an analyst role in a fast-paced team atmosphere to demonstrate ability to tackle critical problems, collaborate well with people at all organizational levels, and consistently learn and develop. Familiar with SDLC methodologies and agile frameworks to enhance project execution.

Work Experience

ABW Media Network   Jan 2024 – Present

Business Analyst   Remote

- ➤ Led requirement gathering for digital engineering solutions, collaborating with stakeholders to align business objectives and user needs. Designed process flow diagrams and wireframes using **MS Visio and Balsamiq** to enhance system clarity and functionality.
- ➤ Developed and automated real-time dashboards in **Power BI**, leveraging advanced analytics to track key performance indicators (KPIs), evaluate system performance, and optimize business processes.
- ➤ Conducted in-depth business process analysis to identify inefficiencies and automation opportunities, working with cross-functional teams to implement **data-driven digital solutions** that improved operational efficiency and user experience.
- ➤ Performed quality assurance and user acceptance testing (UAT) at each stage of development, ensuring adherence to industry best practices. Created and maintained comprehensive documentation, including business requirements, functional specifications, and process workflows.

ZEDO   Dec 2021 – Oct 2022

Business Analyst   Pune, INDIA

- ➤ Developed real-time data dashboards in **Power BI**, providing insights into manufacturing system performance and plant facility designs to support data-driven decision-making.
- ➤ Collaborated with cross-functional engineering teams to integrate data from various domains, improving the quality and reliability of customized engineering solutions provided to clients.
- ➤ Automated engineering data reporting processes with advanced filters and parameters in Power BI and **MS Excel**, ensuring timely and precise project updates for clients, and improving overall project management
- ➤ Designed operational reports in Power BI to track key performance indicators (KPIs) related to plant facility design, automation systems, and project consultancy services, pinpointing areas for process optimization and cost reduction.

EDUCATION

MSc. Business Analytics   Sept 2022 - Dec2023

Queen's University Belfast   Belfast, UK

Bachelor in Mechanical Engineering   May 2021

Savitribai Phule University Pune   Pune, INDIA

PROJECT

Queen's University Belfast - MSc. Business Analytics

Loan Approval Prediction Based on Customer Characteristic
- ➢ Developed potent loan approval model with data science, machine learning, and a hybrid strategy (clustering, ML model) aligning with industry benchmarks using **Python**.
- ➢ Integrated various models (Logistic Regression, Decision Trees, XGBoost) into a user-friendly Streamlit app, showcasing hybrid strategy's effectiveness. Identified top-performing models (XGBoost, Extra Tree), potentially surpassing industry standards in loan default identification.
- ➢ Achieved potentially industry-leading accuracy of 84%, aiming for excellence in targeted marketing and segmentation precision, potentially setting a new benchmark.

Cluster Analysis and Market Segmentation of Restaurant chain in Belfast
- ➢ Successfully segmented customers of a restaurant chain using **Tableau** data exploration and cluster analysis, improving targeted marketing efforts by 30%.
- ➢ Extracted valuable insights from **R Studio** and **Tableau** on attitude, behaviour, demographics, and geography.
- ➢ Provided actionable data for optimized marketing strategies tailored to specific customer segments.

Twitter Sentiment Analysis
- ➢ Conducted sentiment analysis on Joe Biden's Twitter data using Python (**NLTK, WordCloud, TextBlob**) to gauge public opinion on political events.
- ➢ Cleaned and analysed 4639 tweets, removing duplicates and pre-processing data with Python libraries.
- ➢ Built machine learning models including Linear Regression, Random Forest, and Decision Tree to predict tweet engagement, achieving an average accuracy of 85% with the Linear Regression model, showcasing the effectiveness of ML in predicting user interaction on social media platforms.

Insurance Customer Retention
- ➢ Led data-driven analysis for an insurance agency, merging **SQL** and **R Studio** insights to refine strategies and boost market performance.
- ➢ Engineered unified Analytics Base Table (ABT) by amalgamating customer, motor, health, and travel insurance data via advanced SQL JOIN operations.
- ➢ Loaded and visualized data with Python to identify key business intelligence that can improve sales performance

SKILLS

Technical Skills: Statistical Analysis, Python, R, SQL, Tableau, PowerBI, Advance Excel, MS Office Suite, MS Visio, Balsamiq, SDLC, Agile and waterfall methodology

Soft skills: Attention to Detail, Communication, Critical Thinking, Continuous Learning, Problem-Solving, Analytical Skills, Documentation, Presentation Abilities

CERTIFICATIONS
- • Google Data Analytics Professional Certificate
- • Certified SolidWorks Associate (CSWA) – **Dassault system**