**SHUBHAM PAWAR**

Data Analyst

Pune, IN | 09422000778| [shubhampuk14@gmail.com](mailto:shubhampuk14@gmail.com)

**PROFILE**

Exceptionally analytical self-starter with enthusiasm looking for analyst role in fast-paced team atmosphere to demonstrate ability to tackle critical problems, collaborate well with people at all organizational levels, and consistently learn and develop

**Work Experience**

**ABW Media Network**  Jan 2024 – Present

*AD trafficker* Pune, INDIA

* **Managed end-to-end ad trafficking operations**, ensuring accurate campaign setup, targeting, and delivery across multiple digital platforms.
* **Optimized ad placements and tracking parameters**, improving **click-through rates (CTR)** and **conversion rates** by leveraging data insights.
* **Monitored and troubleshot campaign performance**, identifying discrepancies in ad delivery and implementing corrective actions to maintain **100% compliance** with client KPIs.
* **Automated reporting dashboards using Power BI**, streamlining performance analysis and reducing manual reporting time by **X%**.
* **Collaborated with sales and marketing teams** to enhance ad operations efficiency, refining audience segmentation and **maximizing ROI** on digital ad spend.

**Penta Designer and Engineers P Limited** Dec 2021 – Oct 2022

*Data 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

**Savitribai Phule University Pune** – B.Eng. Mechanical Engineering

**Design of Distance Measuring Stopper for Band Saw Machine**

* **Utilized Creo software to design a Distance Measuring Stopper for a Band Saw Machine, ensuring high precision in cutting operations and improving overall efficiency.**
* **Collaborated with a team to prototype and test the design, integrating feedback and making iterative improvements, demonstrating strong project management and teamwork skills.**

**SKILLS**

**Technical Skills:** Statistical Analysis, Python, R, SQL, Tableau, PowerBI, Advance Excel, MS Office Suite, Creo, AutoCAD, SolidWorks.

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

**ACHIEVEMENT**

* Secured 2nd rank in AIRC and 4th rank in LPU Go-kart championship

**CERTIFICATIONS**

* [Google Data Analytics Professional Certificate](https://www.coursera.org/professional-certificates/google-data-analytics)
* Certified SolidWorks Associate (CSWA) – **Dassault system**

**LANGUAGES**

* English, Hindi, Marathi, German A-1