SHIVAKUMAR MARULSHETTY

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Experience

PriceWaterhouse Coopers(PwC)   **Sept 2021 – August 2023**
Data Analyst   *Bengaluru, India*
- Efficiently gathered data from Data repositories using **SQL**
- Designed and implemented data models and algorithms to predict future sales, achieving a prediction accuracy of **86%**.
- Automated the best model selection using MLFlow in Azure, performed data analysis in **Databricks**
- Created and maintained **PowerBI** dashboards for strategic insights, aiding senior management in decision-making.
- Collaborated with cross-functional teams to align data engineering efforts with organizational **KPIs**, enhancing the impact of insights.

DataMantra , India   **Jan2022- Till now**
- Working as a freelance Trainer for DataMantra
- Trained more than 2500 Professionals across the world.
- Tableau, SQL, AWS, Python , Power BI
- Maintained the 4.5 CSAT across all courses

Netra, KLE Technological University   **June 2017 – May 2021**
Data analyst intern   *Hubli, India*
- Gathered data for 2 years from sensors on campus and collected data of water consumption using AWS and DynamoDB
- Integrate data collected from sensors into DyanmoDB using AWS IoT and Lambda
- Created a Dashboard to visualize how water is consumed in each building
- Performed forecasting analysis using Forecasting algorithms to predict future water consumption
- Deployed the model which switches off the valve based on predicted value, this model saved 20% water wastage

Projects

Customer Behaviour Analysis using Big Query and Google Analytics   **December 2023**
- Established KPIs for customer engagement from Google ecommerce dataset using Big query
- Created compelling data visualizations and reports to communicate key findings more effectively
- Created machine learning models to predict customer behaviour based on historical data
- Conducted comprehensive market research and competitor analysis to make strategic decisions

Customer Churn Analysis (SANDRO)   **March 2024**
- Optimized SQL queries in Snowflake to construct a new data model and enhance data cleanliness.
- Generated insightful graphs and visualizations to reveal meaningful patterns in the data.
- Achieved 97% accuracy and 95% precision in predicting customer churn and future purchases.
- Developed a Tableau-based sales analysis dashboard for stakeholders to explore key metrics.

Education

EDHEC Business School   **Aug. 2023 – Dec 2024**
Master of Science in Data analytics   *Lille, France*

Certifications

- Associate SQL by DataCamp   **May 2024**
- Associate Data Engineer by DataCamp   **July 2024**
- Microsoft Certified Azure AI Fundamentals   **December 2022**
- AWS Cloud Practitioner   **December 2022**
- PCAP - Certified Associate in Python Programming **March 2022**

Extra curriculars

Technical skills: SQL, Python,Tableau, Power BI, Looker, Snowflake, Git, Airflow, Project Management, Azure, BigQuery, Problem solving

Languages: English(Fluent), French(Intermediate), Kannada(Fluent),Hindi(Fluent)

Interests: Amateur rock climber, Very good badminton player, Part-time Skier and Hiker