

SHAILY SONI

Data Analyst

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GitHub | LinkedIn | Portfolio

SQL | Google Sheets | Python | Google Workspace | Problem Solving | Customer Insights | Collaboration

WORK EXPERIENCE

KarmanX

Feb 2025 - Aug 2025

Data Analyst

Remote

- Designed and maintained **20+** interactive dashboards in **Power BI, Tableau, and Looker Studio** to track KPIs, monitor operational risks, and support compliance-driven decision-making.
- Delivered 10+ projects, including Operations Process Analysis, Marketing Campaign Analysis, Quality Assurance with **Pareto Analysis, Demand Forecasting, and Cost-Benefit Analysis.**
- Developed automated reporting workflows using Python and SQL, reducing manual effort by 40% and improving the timeliness of report delivery.
- Performed **data cleaning** and generated **20+ reports** using **Excel** (Vlookup, Xlookup, Regex, and pivot tables).

Cavisson Systems

Feb 2023 - July 2024

Software Engineer

Noida

- Managed **real-time client data**, resulting in a **30%** increase in product efficiency.
- Planned and coded on multiple features related to system monitoring using bash scripting and **C language.**
- Developed tools to detect and fix memory leaks using Address Sanitizer and **Valgrind** in all core modules of the product written in the **C** programming language.
- Restructured profiles and implemented UI event logging, fixing **250+ bugs** and pushing **120+ code updates.**
- Automated **80%** of tasks using **shell scripting** with **C** programming and **Linux** configuration.

Skillholistic

Nov 2022 - Jan 2023

Research Analyst Intern

Remote

- Conducted detailed data analysis in **Excel**, improving the accuracy of research outputs by 40%.
- Enhanced Python scripts for automation, reducing processing time by **10%**.
- Created visual reports to increase stakeholder understanding by **20%**, facilitating faster decision-making.

SKILLS

- Languages: Python, SQL, Shell Scripting
- Libraries: Pandas, Numpy, Matplotlib, Seaborn
- BI & Tools: Advanced Excel, Power BI (DAX), Tableau, Looker Studio, GDB, GIT
- Platforms: Linux, Jupyter Notebook, Google Workspace, MSSQL
- Core Skills: EDA, Data Cleaning, Data Visualization, Predictive Modeling, Report Automation, ETL
- Analytical Skills: Forecasting, Root Cause Analysis, Excel Modeling, KPI Tracking, Performance Analytics

EDUCATION

Ajay Kumar Garg Engineering College, Ghaziabad | B.Tech, Information Technology (GPA: 7.8) 2019 - 2023

PROJECTS

Customer Complaint & RFM Analysis - Baskit (Premium Delivery Service)

- Flagged 24% cancellations, causing major revenue loss; highlighted delayed delivery as a key issue.
- Used **Pareto & RFM analysis** to show that the top **20%** of customers drive **80%** of sales.
- Suggested delivery, stock, and app fixes to boost retention and satisfaction.

ChurnScope Customer Retention Analysis Dashboard - ProLink

- Built Excel dashboard analyzing 10K+ customers to identify churn drivers by tenure, plan, and customer type.
- Highlighted high-risk segments (54% in month-to-month, 78% influencers) for targeted retention strategies.
- Delivered actionable insights to reduce churn and improve customer lifetime value.

Z-Score Based Ride Analytics - AeroCab Services

- Built an ETL workflow in Power BI to transform ride data into interactive dashboards.
- Applied Z-score analysis to detect booking outliers and segment peak vs. non-peak rides.
- Identified inefficiencies in zones and hours, driving ride allocation and efficiency improvements.

CERTIFICATIONS

- **The Complete SQL Bootcamp - Udemy:** Learned SQL from basics to advanced concepts like Window Functions and CTEs through real-world, hands-on projects.
- **Command Line Data Analysis - LinkedIn Learning:** Mastered data analysis and visualization using command-line tools like grep, awk, jq, curl, and gnuplot on real datasets via GitHub Codespaces.