# Shivam Raj

LinkedIn • Github

#### PROFESSIONAL SUMMARY

Business Analyst skilled in Advanced SQL, Power BI, Google Analytics, Python, Alteryx. Former data-analytics intern at Bain & Company. Computer Science graduate with a strong analytical mindset and problem-solving skills.

#### **EDUCATION**

Bachelor of Technology (Computer Science)2020 - 2024Kalinga Institute of Industrial TechnologyGrade: 8.94/10.0Intermediate (Class XII)2018 - 2020Gurukul VidyapeethGrade: 92.2%Matriculation (Class X)2008 - 2018St. Paul's High SchoolGrade: 95.0%

#### EXPERIENCE

# **Business Analyst- Digital Marketing**

Aristok Technologies

September 2024 - July 2025 Pune, Maharashtra

- Developed and automated reporting and analytics dashboards using **SQL**, **Google Looker Studio**, tracking KPIs across user demographics, engagement depth, and regional trends reducing manual efforts by **93%**.
- Analyzed and tracked month-on-month performance data for 1k+ keywords across 10+ key metrics, identifying key trends and actionable insights to drive optimization strategies and support decision-making.
- Managed client relationship and SEO initiatives for a sports company, growing organic traffic from scratch to 250K+
  monthly impressions through strategic keyword optimization and data-driven content planning.
- Skills Excel, SQL, Google Analytics, Looker Studio

#### **INTERNSHIPS**

# Data Analyst Intern

Bain and Company

January 2024 - July 2024 Guruqram, Haryana

- Devised market strategy using MoneyMap-SaaS for a leading \$4B US client to gain market share organically.
- Conducted opportunity sizing and market research, recommending product-segment focus areas and sales team deployment for maximum impact.
- Processed 150K+ prospect records using Alteryx and fuzzy matching, and designed interactive dashboards to communicate geographic and industry-specific insights.
- Implemented Gen-AI classification using prompt engineering to optimize the customer universe efficiently, saving 300+ man hours.
- Skills Excel, Alteryx, Power BI, SQL

#### **PROJECTS**

# IPL Auction Strategy ( Github ) ( Demo )

May 2025

- Analyzed historical performance of RCB data using SQL and identified key player metrics, team strengths and weaknesses.
- Provided data-driven recommendations for optimal player selection and auction strategies based on performance trends and impact analysis.

### Astrosage Analysis (Github) (Demo)

March 2025

- Analyzed historical call center data to evaluate retention rate, consultation-wise revenue, and customer satisfaction, guiding optimal allocation of budget.
- Utilized Excel functions, pivot tables, and data cleaning techniques to process and transform large datasets and designed interactive dashboard to visualize KPIs enabling informed business decisions.

#### **CERTIFICATIONS**

- Completed an intensive data science certification program covering topics such as data analysis, statistical modeling, and data visualization
- Skills/Tools: SQL, Python, PowerBI, Spreadsheets, Statistics

# Alteryx Bootcamp Udemy (Link)

March 2024

Alteryx Hands-on Training Course, exploring various tools

SQL Intermediate HackerRank (Link)

HackerRank Certificate for Skills in SQL

December 2022

# **SKILLS**

Computer Languages: SQL, Python

Data Tools: Power BI

Software Packages: MySQL, Excel

Soft Skills: Communication Skills, Interpersonal communication

Others: Analytics, Spreadsheet, Microsoft Office

# EXTRA-CURRICULAR ACTIVITIES

• Created engaging video content as video editor in college community Startup Grind.

- Bronze Medalist, Capabilities Premier League at Bain Achieved third place overall out of 30 teams across 9 sports. Made significant contributions to the team's success, particularly in the Footprints Fiesta event.
- Secured top positions in multiple speech, painting and carrom competitions throughout school.