

Shivam Raj

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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) Kalinga Institute of Industrial Technology	2020 - 2024 Grade: 8.94/10.0
Intermediate (Class XII) Gurukul Vidyapeeth	2018 - 2020 Grade: 92.2%
Matriculation (Class X) St. Paul's High School	2008 - 2018 Grade: 95.0%

EXPERIENCE

Business Analyst- Digital Marketing September 2024 - July 2025
Aristok Technologies *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 January 2024 - July 2024
Bain and Company *Gurugram, 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

Professional Certification in Data Science Newton School

February 2025

- 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](#))

December 2022

HackerRank Certificate for Skills in SQL

SKILLS

Computer Languages: Python, SQL

Data Tools: Power BI

Software Packages: Excel, MySQL

Soft Skills: Interpersonal communication, Communication Skills

Others: Microsoft Office, Spreadsheet, Analytics

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.