MOHIT SHAH, M.SC.

Business Analyst | Data Specialist | Data Analyst

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PROFESSIONAL SUMMARY

Beginning my journey toward a strong career in data analytics, I bring a solid foundation built through hands-on internship experience and real data-driven projects. I enjoy working with complex datasets and turning them into meaningful insights that support business decisions. Skilled in Python, SQL, Power BI, and Excel, I have practical experience in data cleaning, exploratory analysis, customer segmentation, and building visual dashboards. Through my Customer Personality Analysis project, I worked on real marketing data, performed demographic profiling, handled outliers, created new analytical features, and answered business-focused questions to support targeted marketing strategies. With a problem-solving mindset and a consistent focus on improving processes, I aim to contribute effectively to data-driven decision-making. I am motivated to bring value to any team by leveraging data insights to support organizational growth and smarter strategies.

AREAS OF EXPERTISE

- Business Systems Analysis
- Data Analysis & Reporting
- Data Visualization
- Python & SQL Programming
- Database Management
- Cross-Functional Collaboration
- Project Management
- Technical Documentation

PROFESSIONAL EXPERIENCEz

Data Analyst Intern|VNurture Technologies, Ahmedabad, IND Jan 2024 – Apr 2024

Customer Personality & Demographic Profiling Project.

- Performed end-to-end data analysis on a two-year customer marketing dataset (*marketing_campaign.csv*), applying data cleaning, feature engineering, exploratory data analysis (EDA), and segmentation techniques to uncover actionable customer insights and behavioral patterns.
- Executed advanced data wrangling using Python, Pandas, and NumPy—handled missing values, removed outliers (IQR), corrected data types, and engineered new analytical variables (Age, Age Group, Income Status, Total Purchases, Total Expenses) to enhance data quality and model interpretability
- Built comprehensive data visualizations and dashboards using Matplotlib and Seaborn to analyze demographic attributes, spending behavior, and marketing performance. Identified high-value segments including top purchasing age groups and key income-based spending trends.
- Conducted statistical analysis—correlation studies and nonparametric testing (Kruskal–Wallis)—revealing strong relationships such as the 0.82 correlation between income and expenses and demographic differences in campaign responsiveness
- Analyzed multi-channel purchasing patterns across web, catalog, and store transactions, determining that in-store purchases contributed the highest volume, supporting data-driven recommendations for channel optimization and marketing resource allocation
- Evaluated the effectiveness of multiple marketing campaigns by measuring acceptance rates, demographic response behavior, and customer engagement metrics to optimize targeting strategies and improve conversion rates.
- Created detailed reports, charts, and insights summaries for academic supervisors and organizational stakeholders, translating complex analytical findings into clear, actionable recommendations.
- Utilized tools including Python, Pandas, NumPy, Matplotlib, Seaborn, Jupyter Notebook, and VS Code, integrating industry-standard data analysis workflows aligned with real business applications.

PROJECT

HR Analytics & Employee Attrition Prediction Project.

Tools: SQL, Python (Pandas, NumPy, Scikit-learn), Power BI.

- Performed end-to-end HR data analysis using SQL and Python, including data cleaning, feature engineering, segmentation, and exploratory analytics to identify key attrition drivers. Developed and Prototyped Anti-Fraud Models
- Built predictive models (Logistic Regression, Random Forest) to estimate employee attrition risk; evaluated accuracy, F1-score, confusion matrix, and extracted feature importance for actionable insights. Dashboard and Monitoring Systems Design
- Designed and maintained critical dashboards and rules for continuous monitoring of fraud trends, enabling quick response and adjustments to emerging security threats.
- Delivered strategic recommendations based on findings—addressing overtime impact, salary band risks, and early-tenure attrition—to support workforce planning and retention strategies.

EDUCATION

Master of Science in Computer Science, Loyola Marymount University, Los Angeles, [3.5/4.00 GPA], Preset

Bachelor of Engineering in Computer Engineer, Gujarat Technological University, Gujarat, India [2.98/4.00 GPA]

Diploma In Computer Engineering, Gujarat Technological University, Gujarat, India [2.98/4.00 GPA]

TECHNICAL SKILLS

Programming Languages: Python, SQL, data manipulation, analysis, and visualization.

Business Intelligence: Power BI, Tableau, and MS Excel to create insightful visualizations and Pivot Table.

Machine Learning: Beginner-Friendly in Regression, classification, K-Means, Random Forest, and XGBoost models.

Tool Proficiency: Experienced in using Microsoft VS Code, Anaconda, PyCharm, DataGrid, MS Office, GitHub, JupiterNotebook