SHIVAM DAVDA

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Profile Summary

- Data Analyst with **2 years of combined experience** in India and Canada, including an internship and a full-time analyst role. Proficient in **SQL, Python (Pandas, NumPy, Seaborn, Matplotlib), Tableau, Power BI**, and **Excel** for performing data cleaning, exploratory analysis, and building insightful dashboards. Strong understanding of business metrics and KPIs. Comfortable working cross-functionally, delivering insights that improve decision-making and performance.

Skills

Programming	Advanced SQL (Joins, CTEs, Window Functions, Subqueries), MySQL, SQL Server, PostgreSQL, Python (Pandas, NumPy, Seaborn, Matplotlib)
Tools/Visualization	Tableau, Power BI, Excel, Google Sheets, Looker, Jupiter Notebook
Database	MySQL, Big Query
Techniques	Data Cleaning, EDA, KPI Reporting, Dashboarding, RFM Analysis, A/B Testing, Cohort Analysis
Others	Git/GitHub, Jupiter, VS Code, Netlify

Professional Experience

SPINO ● Toronto, ON- *Reporting & Insights Analyst*   September 2023 –October 2024

- Designed and optimized complex **SQL queries** to analyse sales, customer, and marketing data, uncovering trends that led to a 15% boost in retention.
- Automated data pipelines using **Python (pandas, SQL Alchemy)** to clean and load multi-source data into PostgreSQL, cutting manual work by 70%.
- Built customer segments and performed **A/B testing** with Python to support targeted campaigns, improving engagement by 18%.
- Developed dashboards in **Tableau and Excel (Power Query, PivotTables)** for tracking KPIs, used regularly by leadership for decision-making.
- Delivered insights through **visual reports and automation** that influenced strategy across marketing, sales, and operations teams.

Techify Solutions, India - *Data Analyst*   December 2021 – January 2022

- Developed advanced SQL queries using **CTEs**, **window functions**, and **case logic** to perform customer segmentation, cohort analysis, and sales trend reporting — directly improved campaign targeting and increased customer retention by **10–15%**.
- Automated data cleaning and transformation using **Python (pandas, NumPy)**, reducing reporting time by over **75%** and enabling faster decision-making
- Built predictive models (e.g., churn prediction) using **scikit-learn**, applying techniques like feature scaling, handling nulls, and cross-validation to support marketing and operations teams.

- Created interactive dashboards in **Power BI** to visualize key KPIs (revenue, churn, customer behaviour) with **DAX measures** and filters — dashboards were adopted company-wide for strategic reviews.
- Cleaned, merged, and validated large datasets from SQL Server and Excel, ensuring data quality and consistency across all reporting pipelines.

Projects

- **Retail Sales Analysis** — SQL & Tableau
  Analysed retail sales data to uncover customer behaviour trends, revenue growth, and strategic insights using SQL queries and interactive Tableau dashboards.
  GitHub: github.com/Shivam Davda /Retail-Sales-Analysis-SQL-Tableau
- **Movie Dataset Correlation Analysis** — Python & Data Visualization
  Conducted exploratory data analysis on a movie dataset to identify relationships between numerical and categorical features. Used Python libraries such as pandas, seaborn, and matplotlib to visualize correlations and extract actionable insights.
  GitHub: github.com/Shivam Davda /Movie-Dataset-Correlation-Analysis
- **Telco Customer Churn Analysis** — SQL & Data Segmentation
  Performed churn analysis on telco customer data with SQL to identify churn drivers, segment customers by risk, and deliver actionable business recommendations.
  GitHub: github.com/Shivam Davda /Telco_Customer_Churn_SQL_Project

Education

June 2017 - Jan 2021
Gujarat Technological University, Ahmedabad - *Bachelor in Computer Science*   **3.5 GPA**

May 2022 - Sep 2023
Conestoga College, Kitchener – *Post graduation in Mobile solution development*   **3.7 GPA**

Certifications and Awards

- Advanced SQL for Data Analysts – Udemy
- Data Visualization with Tableau – Coursera (UC Davis)
- Python for Data Science – IBM via Coursera