Vikash Kumar Maheshwari

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SUMMARY

Data-driven Data Analyst skilled in SQL, Python, and Power BI, with expertise in data modeling, visualization, and predictive analytics. Passionate about extracting actionable insights to drive business growth. Experienced in working with large datasets, market research, and presenting insights to stakeholders.

WORK EXPERIENCE

UConn Dining Services, Storrs, CT – Student Supervisor *(Part-Time, On-Campus)*   **08/2024 – Present**
- Balanced academics while working part-time on campus, managing student employees during large-scale events.
- Led event execution for 1,000+ guests, overseeing logistics, staffing, and service flow.
- Trained and mentored new employees, ensuring compliance with food safety protocols.
- Communicated with supervisors, staff, and clients to address last-minute changes and resolve service issues.
- Maintained smooth operations by optimizing workflow and enhancing customer satisfaction.

Egniol Services Private Limited, Ahmedabad, India- Research Analyst   **12/2023 – 05/2024**
- Crafted 100+ customized pitch decks, leading to a 20% increase in client revenue by tailoring insights to meet client-specific needs in sectors like agriculture and IT.
- Conducted in-depth market research, delivering actionable insights that supported strategic decision-making using industry trend reports and data analysis tools.
- Collaborated with cross-functional teams to produce 5 detailed reports and 10 client presentations, aligning research with R&D objectives.

Accenture, North America- Data Analytics and Visualization Job Simulation   **01/2023 – 02/2023**
- Cleaned, modeled, and analyzed 7 datasets, uncovering key content trends to inform strategic decisions for a hypothetical social media client.
- Developed a PowerPoint deck and video presentation to communicate insights to clients and stakeholders.
- Advised the client on actionable insights for optimizing social media strategies, demonstrating strong analytical and presentation skills.

PROJECT WORK

Telecom Customer Churn Analysis (SQL, Power BI)
- Processed 5,000+ customer records in SQL, applying Pareto analysis to identify high-value segments and reduce churn by 25%.
- Created automated Power BI dashboards to track KPIs, enabling real-time adjustments to retention strategies.
- Applied Agile methodologies, coordinating iterative sprints and daily stand-ups to ensure timely project completion.

Social Media Engagement Analytics (Python, SQL)
- Analyzed 500+ social media posts using SQL, boosting engagement by 25% and sales by 30% through data-driven content optimization.
- Leveraged Python to automate metric extraction from APIs, improving workflow efficiency by 20%.
- Used GitHub for version control, tracking code changes and collaborating with team members on data visualization scripts.

Sales Forecasting and Optimization (Python, SQL, Power BI)
- Analyzed historical sales data of 10,000+ transactions to identify trends and seasonal patterns, boosting sales strategy efficiency by 30%.
- Built predictive models using Python's scikit-learn to forecast future sales, achieving 92% accuracy in revenue predictions.
- Designed interactive Power BI dashboards, providing real-time insights for stakeholders to optimize inventory and marketing strategies.
- Applied SQL queries for data extraction and transformation, ensuring seamless integration with visualization tools.

SKILLS

- **Programming & Analytics:** Python, SQL, R, Excel, Power BI, Tableau
- **Data Science & ML:** Predictive Modeling, Data Mining, Machine Learning (CNN, KNN, Naive Bayes)
- **Database & Automation:** MySQL, SharePoint, Power Apps, Power Automate
- **Statistical & Business Analysis:** A/B Testing, Hypothesis Testing, KPI Analysis, Market Research
- **Soft Skills:** Critical Thinking, Problem-Solving, Time Management, Stakeholder Communication

EDUCATION

Master of Engineering in CS & Engineering   **University of Connecticut, Storrs, CT - (GPA – 3.56/4.0) – 07/24 to 05/26**
- Relevant Coursework: Data Science for ML, Big Data Analytics, Project Planning and Management, Data Mining for Data Science, Prof Communication & Info Management, Advanced Programming languages

Bachelor of Technology in IT   **Indus University, Ahmedabad, India - (GPA – 3.84/4.0) – 07/20 to 05/24**
- Relevant Coursework: Programming languages, Statistics, Computer Fundamentals, Data Structures, Database Management Systems, Programming in Java, Computer Networks, and Computer Architecture.

EXTRACURRICULAR

- Awarded 1st Rank for Best Paper at the 26th ISTE Gujarat State Annual Faculty Convention 2022.
- Implemented CNN, Naive Bayes, and KNN algorithms to predict in-hospital