# Drashti Shah

+1 314-267-4076 | shahdrashti1805@gmail.com | www.linkedin.com/in/drashti18

## PROFESSIONAL SUMMARY

Business Analytics graduate student with 3 years of experience in data processing, validation, and metadata management. Expert in transforming complex datasets into insights using Tableau, Power BI, SAP, and Advanced Excel.

## EDUCATION

**Master of Science in Business Analytics**

Webster University, St. Louis, Missouri
May 2026
**GPA: 4.0/4.0**

**Bachelor of Business Administration**
Major: International Business

Parul University, Gujarat, India
May 2022

## RELEVANT COURSEWORK

- Data Analytics Foundations
- Database Systems (SQL)
- Enterprise Systems (SAP)
- Marketing Analytics
- Applied Business Statistics
- Data Visualization
- Basic Finance for Managers
- Machine Learning

## TECHNICAL AND PROFESSIONAL SKILLS

**Analytics Tools:** Excel, SQL, SAP, Tableau, Power BI, RapidMiner.
**Excel Analytics & Modeling:** Pivot Tables, VLOOKUP, Power Query, Solver Optimization, Cluster Analysis.
**Machine Learning & Data Methods:** Data Cleaning, Data Preprocessing, Regression, K-Nearest Neighbors (KNN), Decision Trees.

## PROFESSIONAL EXPERIENCE

**Anuvu** **May 2024 - December 2024**
**Metadata Coordinator**

- Managed structured metadata datasets using Excel for airline media platforms
- Conducted data validation and quality checks to ensure accuracy across digital systems
- Generated structured import sheets and reports supporting content distribution workflows
- Collaborated with cross-functional teams to resolve data discrepancies and improve data consistency

**Nielsen IQ** **October 2022 - May 2024**
**Data Processing Specialist**

- Processed and validated large consumer and retail datasets used for market analysis
- Delivered structured client reports using advanced Excel tools and proprietary analytics software
- Performed data entitlement, validation, and reporting quality checks
- Collaborated with analysts to maintain accurate datasets used for business insights

**Awards: Nielsen IQ**

- **Performer of the Month: December 2023**
- **Mountain Climber Team Award: Discover COE APMEA (Hall of Fame Awards 2024)**

**Apidel Technologies** **February 2022 - August 2022**
**Technical Recruiter**

- Sourced technical talent for MNCs and managed Excel tracking sheets for process efficiency.

## ACADEMIC PROJECTS & ACHIEVEMENTS

**Marketing Business Simulation - Bicycle Startup**

- Developed pricing, marketing, and revenue strategies in a competitive simulation
- Analyzed demand and revenue data to optimize business decisions
- Achieved highest revenue performance among competing teams (1st place)

**Machine Learning Models - RapidMiner**

- Built predictive models using KNN, Regression, and Decision Tree algorithms
- Performed data preprocessing and feature preparation for machine learning workflows
- Evaluated model performance and generated insights from structured datasets

**SAP Enterprise Systems Project**

- Completed hands-on ERP assignments using SAP SD and SAP MM

**Machine Learning Models - RapidMiner**

- Conducted financial ratio analysis and evaluated company performance using financial statements
- Compared key financial metrics with industry benchmarks to assess profitability and operational efficiency
- Developed insights on financial trends and strategic performance

---

## CERTIFICATIONS

- Applications & Use Cases Professional Certification - RapidMiner
- Data Engineering Professional Certification - RapidMiner
- Power BI Data Modeling with DAX - LinkedIn Learning
- Power BI: Dashboards for Beginners - LinkedIn Learning

Additional certifications in Excel, SQL, Tableau, and Data Analytics via LinkedIn Learning.

---