

Parth Shah

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EXPERIENCE

Thinkific

(October 2021 – Present)

Data Analyst (Product)

- Shaped business direction through projects that redefine organizational North Star metrics, optimize customer monetization journey, and modernize marketing attribution
- Served as the central point of contact for Product Managers, facilitating experiments (A/B tests), feature rollouts, and comprehensive reporting initiatives
- Solution architect for business impacting metrics that needed an overhaul
- Tools: BigQuery Data Warehouse, PostgreSQL Database, Mode Analytics, Looker, Stitch, Dbt, Git, Python

FIS Global

(April 2019 – October 2021)

Operations Analyst

- Generated and maintained transaction reporting for client groups, including support for adhoc analysis
- Maintained high level internal reporting around product utilization
- Served as Subject Matter Expert (SME) on SQL, ThousandEyes, Git, and Apache Airflow ETL, among other tools
- Tools: MySQL database, SQL, Airflow, and proprietary reporting and query running tool

DataOne Innovation Labs

(October 2016 - September 2018)

Business Consultant

- Lead as Project/Process Manager for Shoppr (SaaS Customer Science tool for E-Commerce Sellers) product
- Designed and managed the development of an internal analytics system with actionable dashboards
- Produced weekly reports on client growth, strategic sales funnels, and advertising spends through Tableau
- Experimented with statistical models, A/B testing, and key performance indicators dashboard to accelerate growth
- Tools: Sqlite3, Tableau, R, Google Sheets, Mailchimp

Youth Connect Magazine

(June 2010 - June 2014)

Co-Founder & Managing Editor

- Worked in leadership position and conceptualized content, supervised, and delegated projects to 20 writers
- Developed forecasting models for interaction performance and ad revenue using Google Analytics/AdWords

EDUCATION

New York University – Tandon School of Engineering

(September 2014 - May 2016)

MS in Management Information Systems (2014 - 2016) (GPA: 3.58/4)

Gujarat Technological University – L.J.I.E.T.

(August 2010 - May 2014)

BE in Information Technology (2010-2014) (CGPA: 7.01/10)

PROJECTS

NYC Non-Emergency Complaint Study (NYC 311)

- Studied the open-source real-time & historical data regarding general public's non-emergency complaint calls
- Completed end-to-end on a large, high-dimensional dataset of 11 million+ rows and 40 variables
- Generated qualitative/quantitative analysis KPIs and analyzed complaints for problem areas
- Setup statistics and predictive modelling for complaint growth using regression models through Python and R
- Provided visual and viable business recommendations to save costs and reduce resolution time through Tableau

Booking.com Accommodation Study

- Collected booking related data from Booking.com site for Lille city in France from Nov. 2020 to Nov. 2021
- Used selectorlib to extract data from Booking.com and used Pandas and NumPy to clean the data
- Used Matplotlib and Seaborn packages for visualization
- Extracted KPIs and created a correlation matrix with factors such as ratings, price, and cancellation policy

IMDb Movie Study (Ongoing)

- Collected movie details from IMDb such as ratings, no. of reviews, genre, budget, worldwide gross collection, etc.
- Established correlations between qualitative factors and quantitative factors using Pandas in Jupyter Notebook
- Recently IMDb changed the layout of its page, breaking my code when I tried to update the data, so I am working on the project again
- For next stages, I am looking to establish some correlation between cast/directors/writers and success of movies

Stock Portfolio Tracker (Ongoing)

- Running GraphQL queries on TMX operated Toronto Stock Exchange(TSX) to get daily stock prices, volume, EPS, P/E Ratio, etc. for a predefined set of stocks
- Using Python to push the results of GraphQL queries to a remote MySQL database
- Setup a connection to the database in Mode Analytics to run additional analysis