

SHIVANG BHATT

(619) 953-8933 | s1bhatt@ucsd.edu | San Diego, CA | [linkedin.com/in/shivang-bhatt-data](https://www.linkedin.com/in/shivang-bhatt-data)

EDUCATION

University of California, San Diego

Master of Science in Business Analytics (Rady Scholar)

Relevant Coursework: Customer Analytics, Big Data Analytics, Digital Transformation

San Diego, CA

December 2026

Wilson College, University of Mumbai

Bachelor's in Management Studies (Business Statistics)

Mumbai, IN

October 2020

PROFESSIONAL EXPERIENCE

NuSummit Technologies

Senior Business Intelligence Analyst (GTM & Revenue Analytics)

Remote
April 2023 - April 2025

- Led design and automation of GTM & revenue dashboards within NuSummit's digital-transformation services arm, servicing enterprise clients in financial services, capital markets, and insurance
- Built forecasting and pipeline models in SQL/Snowflake using Salesforce data to track lead-to-close efficiency and improve quarterly revenue predictability
- Partnered with cross-functional departments to define GTM KPIs to uncover key insights, ultimately improving campaign ROI by 20% and conversion rates by 12%
- Developed ETL pipelines and Python validation scripts in AWS to enable near real-time data for executive dashboards
- Produced QBR metrics decks for leadership to prioritize reporting accuracy and reduce decision cycles by 15%
- Created predictive models for customer segmentation and product/category forecasting to guide successful product launches, achieving a 94% accuracy rate with 5,000+ customer reviews

Boston Institute of Analytics (BIA)

Business Intelligence Analyst (GTM Reporting & Insights)

Remote
June 2021 - January 2023

- Built and maintained cross-functional dashboards to track pipeline health, marketing impact, and customer success
- Optimized advanced SQL queries in Snowflake to automate reporting, reducing dashboard latency by 70%
- Developed a Multi-Touch Attribution framework to determine ROAS and guide channel-level spend decisions
- Conducted funnel and A/B testing in HubSpot and Salesforce to enhance conversion efficiency and forecast accuracy
- Automated data preparation workflows using Python and ETL processes to boost reporting reliability
- Supported migration from Qlik to Tableau through standardizing metrics and scaling self-serve analytics

Kustard.ai

Data Strategy Intern (Sales Analytics)

Remote
April - July 2019

- Designed data models and dashboards to analyze pipeline and lead efficiency and strengthen sales decision-making
 - Built predictive engagement models to identify new audience segments, improving targeting accuracy to 94%
 - Automated sales reporting to streamline analytics delivery, cutting turnaround time by 30%
 - Supported sales forecasting and GTM planning to enhance consumer outreach, ultimately boosting engagement by 7%
-

PROJECT EXPERIENCE

Market Sentiment & Brand Perception Analysis, UCSD

January 2026

- Analyzed Twitter and digital news sentiment to evaluate shifts in brand perception and consumer response, identifying that trend-driven brands experienced faster and stronger short-term sentiment changes than more established brands.

Up-Sell Ad Campaign for Intuit Quickbooks, UCSD

December 2025

- Deployed an ML model to analyze clickstream data of 1 million users and identify causal relationships between features and customer engagement, informing a second-wave campaign that generated \$380K in profit.
-

SKILLS & INTERESTS

Business Intelligence: KPI definition, Dashboard automation (Tableau/Power BI), Excel, Executive reporting, Alteryx

CRM & Marketing Tech: GA4, Salesforce, HubSpot, Multi-Touch Attribution, A/B testing

Cloud & Analytics Stack: AWS (S3, Redshift, Glue, EC2), Snowflake, Python (NumPy, Pandas, Seaborn), SQL

Machine Learning: Linear and Logistic Regression, Random Forest, Neural Networks, XGBoost