

Vivek Deshmukh

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Summary

Data Analyst with experience translating complex, high-volume data into clear, actionable insights for business and technical stakeholders. Currently supporting analytics for a \$10M+ multi-channel e-commerce operation, building dashboards, KPI frameworks, and automated reporting across Shopify, Amazon, Target, and internal systems. Strong in SQL-driven analysis, data cleaning, and exploratory analysis, with hands-on experience improving data quality, normalizing 50,000+ SKUs, and enabling accurate sales, inventory, and performance tracking. Adept at partnering cross-functionally to answer business questions, measure performance, and support data-driven decision-making using Python, SQL, and modern BI tools.

Work Experience

JDI Distribution | Data Analyst

Feb 2025 - Present

- Designed and owned executive and operational dashboards in **Zoho Analytics**, integrating Shopify, ShipStation, Ecomdash, and internal systems to deliver real-time visibility into sales performance, channel mix, inventory, and production metrics.
- Built and maintained **end-to-end ETL pipelines using SQL, REST APIs, and Make (Integromat)** to automate data ingestion, transformation, and synchronization across Amazon, Target, Michaels, Shopify, and Zoho Analytics.
- Orchestrated automated workflows using **Make and Zoho Flow**, reducing manual data handling and improving data accuracy and refresh reliability. Automated daily KPI reports, helping teams make faster decisions for production, sales, and operations.
- Led **SKU normalization for 50,000+ products**, restructuring category hierarchies to improve inventory accuracy, streamline reporting, and enable SKU-level sales and margin tracking.
- Supported analytics for a **\$10M+ annual revenue business and 100k+ orders**, delivering actionable insights to executive leadership and partnering cross-functionally with IT, production, sales, and listings teams.
- Designed and deployed end-to-end internal applications including a Michaels-compliant shipping label generator (EDI/XML), spec sheet generator, and raw material analysis/quoting tool using Python, React, and SQL; hosted on Zoho Catalyst to streamline operations and reduce manual effort.

Bright Mind Enrichment and Schooling | Data Analyst

Sep 2024 - Feb 2025

- Streamlined data collection and reporting processes by identifying business and technology gaps, improving operational efficiency and reporting consistency.
- Conducted data cleaning, manipulation, and exploratory analysis using **SQL and SAS**, developing visualizations that enabled stakeholders to make data-driven decisions.
- Evaluated marketing and campaign performance metrics with R and Zoho analytics, then delivered actionable recommendations that improved future strategy planning and increased campaign ROI

Social Science Research Center | Research Assistant

Aug 2023 - May 2024

- Improved data validation processes using **Python and Excel**, increasing database completion rates to 95%.
- Identified and resolved data anomalies, improving analysis efficiency by 30%.
- Automated research workflows with Python scripts stored in Git, which eliminated manual processing steps and shortened project turnaround

Skills

- **Programming Languages:** Python, SQL, HTML, CSS, JavaScript
- **Data Analysis & Visualization:** Pandas, NumPy, Matplotlib, Tableau, Power BI, Excel, VBA, Looker Studio, KPI Design & Reporting, Microsoft Excel, Zoho Data Prep, Zoho Analytics, Google Analytics, Ad-hoc Analysis, Ad Hoc Reporting
- **Machine Learning:** Predictive Modeling, PyTorch, TensorFlow, scikit-learn
- **Methodologies:** Software Development Lifecycle (Agile/Scrum), Cloud Platforms (AWS, GCP), Object-Oriented Design, SOPs, API Documentation, Documentation
- **Platforms & Tools:** Shopify, ShipStation, Ecomdash, Linnworks, Git, Major Retail Marketplaces (Amazon, Walmart, Target, Michaels), Jira, Zoho, Zoho Catalyst, Zoho CRM

Education

California State University, Fullerton

Master's, Computer Science (GPA: 3.4)

Aug 2022 - May 2024

Savitribai Phule Pune University, Pune

Bachelor's, Computer Engineering & Honors, Data Science (GPA: 3.3 3.7)

Aug 2018 - May 2022

Projects

Supply Chain Optimization: Leveraging Machine Learning

- Developed machine learning models for inventory management, demand forecasting, and delivery route optimization.
- Improved demand forecasting accuracy by training models on four different datasets.
- Built a web application with real-time inventory monitoring and threshold-based alerts.
- Optimized delivery routes using Google Maps API, improving logistics efficiency.

SEO Keyword Tracker and Analyzer

- Maximized tool capabilities through the integration of Python scripts leveraging 8 distinct algorithms.
- Conducted exploratory data analysis to identify trends and insights, informing strategic decisions related to keyword targeting.
- Operated automated testing scripts, reducing testing time by 40% and improving efficiency in keyword analysis.
- Designed and revamped frontend using React.js for intuitive user interaction.

Credit Card Fraud Detection

- Devised and fine-tuned fraud detection algorithms, resulting in a 50% reduction in fraudulent transactions.
- Processed and analyzed a dataset of 284,807 transactions, accurately identifying 95% of fraudulent transactions.
- Conducted stress testing, ensuring system performance under a load of 1000 transactions per second.
- Created and executed test scenarios, validating fraud detection algorithms with a 98% accuracy rate.

Sentiment Analysis of Customer Reviews on Amazon Products

- Analyzed 100,000+ Amazon customer reviews, achieving over 85% sentiment classification accuracy.
- Efficiently handled data retrieval and processing using PyMongo and MongoDB.
- Engineered visualizations and real-time sentiment prediction, boosting market understanding by 20%.
- Provided actionable insights from sentiment analysis, leading to a 15% improvement in product strategies.

Data Analytics: LA Clippers

- Analyzed a dataset of over 65,000 records to determine spending for groups, identify peak purchase dates, and rank top spending orders using SQL.
- Developed an interactive dashboard in Looker Studio, visualizing sales performance, customer behavior, and key metrics such as peak sales periods and popular items.
- Provided recommendations to increase ticket sales by analyzing behavior data, enhancing customer engagement, and identifying key purchasing patterns.
- Suggested KPIs for growing the Clippers fanbase, including engagement metrics, retention rates, and conversion rates.