



Parth Shah

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Summary

Chartered Accountant with a strong foundation in Finance and 6+ years of experience in Data Analytics and Visualisations. Proven track record of solving business problems by integrating financial understanding, analytical techniques, and design principles. Skilled at translating business objectives into actionable insights and enabling data-driven decision-making.

Professional Experience

Consultant | Fractal Analytics | Mumbai

● Order Recommendation Tool

Designed and deployed an order recommendation tool for a leading American beverage company's supermarket channel. Optimized delivery schedules, routes and order value to minimize transport costs, holding costs, and out-of-stock losses. Achieved **3%** reduction in out-of-stock losses, **15%** fewer transport routes, and **6-min** decrease in in-store time per manager.

● eCommerce & Quick Commerce Dashboard

Conceptualized, developed, and managed a dashboard for an FMCG giant to evaluate category share across eCommerce and quick-commerce platforms. ranking SKUs based on content quality, pricing index versus competitors, and out-of-stock days. Expanded coverage from **6 to 11** platforms and scaled the user base from **60 to 220** internal users over 8 months. Insights generated from the dashboard formulated strategies to increase market share of key products across multiple channels.

● Power Bi – Subject Matter Expert Team

Served on the Power BI - DAX SME team, developing learning modules, compiling library of widely used functions and resolving DAX -related issues for users across organisation

Associate | Fractal Analytics | Mumbai

- Led a team of 3 new graduates to design and develop an interactive Power BI dashboard for managing supply chain and sales at airport duty-free shops for a leading Asia-Pacific beauty products brand. Successfully delivered the project despite delays due to multiple design iterations, ultimately earning strong client satisfaction and a high Net Promoter Score (NPS).
- Developed a comprehensive 40+ page eCommerce sales dashboard for a leading beauty products brand within two weeks, earning positive feedback from the Chief Marketing Officer and Director of Data & Analytics

Data Analyst | Awesome Analytics | Mumbai

- Assisted in financial and digital forensic audits by developing processes and analytics solutions for the identification of circular fund flow, end beneficiary tracking, shell companies, and other outliers.
- Developed Data Model based automated P&L, variance reports, financial models, and dashboards for CXOs (including large FMCG companies) using tools like Excel and Power Bi.
- Assisted (Co-faculty) in corporate training on advanced Excel and Power Bi.

Education

Chartered Accountant – *Institute of Chartered Accountants of India* | India

Bachelor of Commerce – *Mumbai University* | Mumbai

Accomplishments and Awards

- Star Award at Fractal Analytics for successful completion of Project and receiving a Net Promoter Score of 10 (2019)
- Appreciation award from the ICAI – WIRC branch for taking sessions on Power Pivot and DAX (2020)
- Appreciation award from the ICAI – WIRC branch for taking sessions on Data Modelling and Visualisations (2021)

License & Certifications

Microsoft Office Specialist – Excel 2016 Expert (Sep 2018)

Co/Extra-curricular

- Marketing Core Team Lead – The Red Brick Summit 2025
- Out of the Box Studios

Co-founded “Out of the Box Studios” - a performance theatre space focused on open mics and performing arts events, including stand-up comedy, poetry, storytelling, and music. Successfully hosted 170+ shows over around 2 years, providing a creative platform for 1000+ emerging artists to showcase their talent and build community

● Mind your Excel

Founder of “mindyourExcel”, a platform to train students and professionals from non-tech background on analytical tools like Excel and Power Bi. Trained 1500+ participants on tools like Excel, Advanced Excel, Power Query, Data modelling, Dax and Power Bi. Conducted trainings for ICAI, ICMAI, WIRC, Chamber of tax consultants and reputed CA firms

Average rating of 4.5/5 (80 objective and subjective reviews) as a trainer.