

Shanu Venkatesan

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EDUCATION

New York University - Tandon School of Engineering New York
Master of Science (MS), Management of Technology Sept 2025 – Dec 2026
Courses: Financial Analysis for Tech Managers, Data Visualization for BI, Global Innovation, Project Management, Operations Management, Economics & Strategy, **Planned(NYU Stern)-** Marketing, Decision Models & Analytics
Anna University - Mepco Schlenk Engineering College India
Bachelor of Engineering (BE), Computer Science and Engineering Jun 2019 – May 2023

EXPERIENCE

Madhi Agency - An agricultural trading company India
Market Analyst Jun 2023 – Aug 2025

- Conducted **data-driven market and financial analysis** of agricultural products using SQL, Excel, and PowerBI, optimizing trade strategies and forecasting demand patterns that increased profit margins by **20%**, while building **interactive pricing and valuation dashboards** to enable faster executive decision-making.
- Designed and implemented **data transformation processes and analytical models** for sales evaluation, pricing, and demand forecasting, improving **market valuation accuracy**, supporting multi-district expansion, and driving a **45% boost in revenue from stock sales**.

PROJECTS & PUBLICATIONS

Financial Planning & Analysis | *Advanced Excel* Jan 2026

- Built Financial Modeling & Analysis framework in Excel, leveraging advanced functions (TVM, Amortization, Regression, FSA) to generate 5-year forecasts and valuation models for portfolios (e.g., AAPL, NVDA).
- Optimized a **\$1M investment portfolio**, by applying Solver add-in and Pivot Tables to achieve ROI of 2.88%.
- Executed **Time Series Forecasting** (MA, SMA, LMA) on macro-economic data (U.S. Vehicle Sales) and utilized Z-scores/conditional probabilities for statistical risk modeling while improving reporting process by integrating **LLM & CANVAS GenAI** with **VLOOKUP** to automate data summarization and create dynamic reports.

Business Intelligence Visualization | *Tableau* Dec 2025

- Developed **KPI-driven Tableau dashboards** for a **Corporate Wellness initiative**, tailored to the Fitness Trainer persona, analyzing burnout–efficiency tradeoffs and presenting actionable insights to support corporate wellness strategy, resource planning, and ROI-focused operational planning.

Intrusion Detection System | *Machine Learning, R, Excel* May 2023

- Developed ML-based IDS in **R** using feature selection and **predictive modeling**, achieving a **15% improvement** through **data pre-processing**, performance evaluation, and reporting to support cybersecurity decision-making.

College Management System | *C++, SQL* Dec 2022

- Developed a **database-driven system using data modeling** to optimize resource allocation and reporting, automate roll number generation, and improve data accuracy for decision-making.

CERTIFICATIONS

Google Data Analytics Coursera

- Developed **strong analytical skills** and Gained proficiency in data wrangling, statistical analysis, and visualization using tools such as **SQL, Excel, R programming, and Tableau** and performing complex calculations.

Data Analytics Using Python NPTEL

- Applied **Python (Pandas, NumPy, Matplotlib)** to perform data cleaning, analysis, and visualization, gaining practical experience in handling large datasets.

TECHNICAL SKILLS

Data analytics: SQL, Tableau, PowerBI, Python(Pandas, NumPy, Scikit), R, Microsoft Excel, Power Point, G Suite
Others: A/B testing, C++, C, Java, HTML, CSS, REST APIs, VS Code, Web sockets, Git, Linux, JIRA

ACTIVITIES & LEADERSHIP

NYU Product Management Club(PMC): As an active member, participated in **Product case studies**, Workshops, and Sessions led by **industry PMs** on real world practices.
Microsoft Campus Club: As an **Executive Member**, Managed meetups among club members, conducted weekly knowledge sessions, created promotional posters, **mentored junior members**, and organized events.