

MIHIR DEVESH DHARAIYA

Toronto, Ontario

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EDUCATION

Northeastern University, Canada

Sept 2023 – Present

Master of Professional Studies in Analytics - 3.96/4 GPA

Indus University, India

Jul 2019 – May 2023

Bachelor of Technology in Computer Science - 3.95/4 GPA

KEY SKILLS

Microsoft Power BI • Microsoft Excel • Python • R • SQL • Tableau • Data Visualization • NumPy • Pandas • Git • NLP • Data Analysis • Machine Learning • Statistics • Scikit-Learn • VBA • Macros • Tensorflow • PowerPoint • Spark • PyTorch • LLM

WORK EXPERIENCE

Loblaw Companies Limited, Canada

Jan 2025 – Apr 2025

Market Analytics Co-op

- Optimized VBA scripts to enhance performance, reducing computation time from 20 minutes to under 1 minute by refactoring loops, eliminating redundancies, and improving data handling, leading to faster reporting and improved workflow efficiency.
- Developed SQL-driven Multi Buy recommendations by analyzing transaction data and identifying high-performing product pairings, which resulted in a 7% increase in sales, improving customer purchasing behavior and business revenue.
- Applied Large Language Models (LLMs) to automate data cleaning and formatting, reducing manual effort and ensuring consistent, high-quality data aligned with business needs, enabling more accurate and timely decision-making.

Royal Canadian Institute for Science, Canada

Apr 2024 – Jun 2024

Student Data Analyst

- Led a cross-functional team to design and implement an ETL data migration architecture from Universal Analytics to Google Analytics 4, ensuring seamless data tracking continuity and improving data accuracy by 25%.
- Evaluated social network traffic data in depth and leveraged data-driven insights to enhance the social media content strategy, driving a 30% increase in website traffic.
- Developed comprehensive data reports in Tableau by conducting Exploratory Data Analysis (EDA), delivering actionable insights and practical recommendations that aligned with key business goals.

Indus University, India

Jun 2022 – Aug 2022

Data Analyst Intern

- Directed the development of a versatile platform for social media creators, addressing the challenge of enhancing content strategy across YouTube, Twitter, and Instagram, successfully meeting business requirements.
 - Implemented machine learning techniques for Twitter sentiment analysis using Python, automating insight generation for creators, leading to a 10% increase in engagement and demonstrating proficiency in advanced analytics.
 - Facilitated creators growth by designing user-friendly Power BI dashboards, enabling them to independently enhance content, resulting in an 8% increase in online presence.
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PROJECTS

TTC Subway Delay Prediction, Canada

[GitHub Link](#)

Tech Stack: Python, SQL, Machine Learning

- Designed a platform using supervised machine learning techniques to predict subway delays, improving the commuter experience in Toronto by 15%.
- Executed ETL processes and conducted Exploratory Data Analysis (EDA) using Python and SQL, uncovering critical patterns that enhanced insights into delay factors.

Valorant Game Statistics, Canada

[GitHub Link](#)

Tech Stack: Microsoft Power BI, Excel

- Built a Power BI dashboard that reduced player scouting time by 8%, providing real-time insights on player statistics across agents and maps based on past tournament data.
 - Analyzed a dataset of over 80,000 entries with diverse variables, offering comprehensive insights into player performance and strategic decisions.
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ACHIEVEMENTS

- Developed a platform enhancing student-faculty communication, winning 1st place and boosting query resolution by 25%.