

PAKSHAL SHAH

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PROFESSIONAL SUMMARY

Senior Business Analyst operating at solution-architecture scope, with 5+ years delivering AI-powered, cloud-native enterprise platforms in hospitality SaaS, automotive, and financial services. Deep expertise in requirements gathering, Salesforce platform engineering, AWS data services, REST API integration and certification testing, UAT, and LLM/GenAI integration, with strong SQL and data-analysis skills. Skilled at client consultation, stakeholder management, backlog prioritization, and cross-functional delivery, with a track record of 20-30% efficiency gains across every engagement.

TECHNICAL SKILLS

AI & Automation: Claude Code, Einstein AI, Gemini, Prompt Engineering, Retrieval-Augmented Generation (RAG) pipelines, Agentic AI workflows

Cloud & Platform: AWS (Kinesis, Glue, Athena, DynamoDB, S3, Lambda, API Gateway), Salesforce (Apex, Lightning Web Components (LWC), Flows, Einstein), REST/SOAP APIs, Postman, Swagger/OpenAPI

Data & Tooling: SQL, Excel, Snowflake, Power BI, Tableau, Python, Alteryx, dbt, Postman, Jira, Confluence, Figma, Docker, Bitbucket, Jenkins, GitHub Actions, Agile/Scrum, CI/CD

PROFESSIONAL EXPERIENCE

Senior Business Analyst (promoted from Business Analyst)

Aug 2023 - Present

HotelKey Inc., Carrollton, TX

- Served as primary analytical liaison for 9+ enterprise hotel brands (Hilton, IHG) on a platform serving 4,000+ properties, leading client discovery sessions, documenting data mapping and end-to-end workflows, and translating operational needs into user stories and functional specifications, reducing implementation effort by 30% post-go-live.
- Architected a Salesforce Sales & Support platform using Einstein AI and automated Flows, increasing lead conversion by 20% and sustaining First Contact Resolution (FCR) above 70%.
- Performed integration testing and release-readiness validation across 10+ mission-critical CRS APIs, building and executing Postman test collections against Swagger/OpenAPI specs to validate system-to-system communication, reducing API-related support tickets by 30%.
- Supported delivery of enterprise reservation data products on AWS (Kinesis, Glue, Athena), validating near-real-time booking data with Athena and SQL queries; contributed to performance validation of a DynamoDB Accelerator (DAX) rollout against enterprise SLA targets.
- Audited reservation and booking data across database tables using SQL queries and joins, verifying payload accuracy and data integrity to investigate and resolve client-reported discrepancies.
- Defined User Acceptance Testing (UAT) criteria and executed partner certification cycles against CRS sandbox/staging environments, documenting pass/fail results and ensuring delivered features matched agreed-upon logic.
- Tracked integration SLAs (uptime, response time, and error rates), escalating breaches and driving root-cause resolution with engineering; deployed GenAI reporting that cut program review cycles by 20%.

Financial Business Analyst

Jan 2023 - May 2023

CG Infinity, Plano, TX

- Delivered GenAI-augmented market insights and financial trend analysis using Python, Alteryx, and LLM-assisted summarization, driving an 8% profit increase and launching two strategic initiatives.
- Built AI-assisted forecasting models in Power BI (Snowflake), reducing manual analysis time by 35% and surfacing executive insights 2x faster.
- Engineered optimized Snowflake data pipelines with automated data quality checks, improving query performance and retrieval speed by 30% and enabling real-time financial reporting.
- Developed predictive financial risk models leveraging Python regression and scenario analysis, contributing to a 10% reduction in risk exposure.

Systems Engineer - Salesforce Business Analyst

Sep 2019 - Dec 2021

Infosys Limited, Bangalore, India

- Led Salesforce re-architecture for Daimler AG (Mercedes-Benz) using Apex and Lightning Web Components (LWC), reducing manual entry by 20% and improving data accuracy by 15%.
- Built scalable LWC and declarative Flows aligned with the Salesforce Well-Architected Framework, eliminating data duplication by 25% and accelerating cross-team workflows.
- Established CI/CD pipelines using GitHub Actions, Bitbucket, and Jenkins with automated test coverage, achieving 95% defect-free deployments and reducing post-release issues by 30%.

- Led full-cycle User Acceptance Testing (UAT), onboarding, and hypercare support, achieving 90% CSAT and cutting average issue resolution time by 40%.
- Designed real-time Salesforce and Tableau dashboards surfacing KPIs to senior leadership, directly contributing to a 23% increase in Sales & Marketing revenue.

SELECTED PROJECT

Trowel for Salesforce: AI-Powered Org Assessment Tool (Personal Project)	2026 - Present
<i>pakshalshah.com github.com/PakshalShah30/trowel-for-salesforce</i>	
• Building an AI agent that excavates Salesforce org metadata (Flows, Apex, fields, permissions) and produces Well-Architected assessments covering dead automation detection, conflicting-automation analysis, and prioritized remediation roadmaps. • Architecture combines deterministic dependency-graph analysis with hybrid retrieval (graph traversal + embeddings) and LLM-as-judge evaluation gates in CI, using Claude API, Python, SQLite, and the Salesforce CLI.	

EDUCATION

M.S. in Business Analytics - The University of Texas at Dallas, Richardson, TX	Jan 2022 - Dec 2023
B.E. in Electronics Engineering - University of Mumbai, India	Jun 2016 - Jun 2019

CERTIFICATIONS

Salesforce Certified: Platform Developer II | Data Cloud Consultant | Business Analyst | Administrator | Platform Developer I
Amazon: AWS Certified Cloud Practitioner
Portfolio: pakshalshah.com | github.com/PakshalShah30 (AI project: Trowel for Salesforce)