ANSHU YADAV

Business Analyst

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Experience

Project X   Remote
Business Analyst Intern

- Structured and solved ambiguous problems by leveraging qualitative and quantitative methods
- Enhanced collaboration with cross-functional teams to successfully drive project outcomes
- Communicated recommendations to senior leaders in a clear and structured manner
- Developed leadership style based on personal passions, strengths, and values

Welfra Investment and Assets Management   Noida
Sales and Marketing Executive   2022 - 2023

- Developed and implemented sales and marketing strategies resulting in a 20% increase in sales revenue.
- Conducted market research to identify new opportunities and adjust marketing strategies accordingly.
- Managed social media campaigns across multiple platforms, increasing brand followers by 30% and engagement by
- 100%. Developed and maintained strong relationships with key clients and partners.

Skills

Technical Skills: Tableau · Excel · Data Visualization · Dashboards · Process Mapping and Modelling · Mockups and Wireframes

Business Skills:

Business Analytics · Problem-Solving · Collaboration and team leadership · Ability to work collaboratively in a team environment ·
Ability to work collaboratively in a team environment · Analytical Skills

Projects

E-Commerce Sales Analysis Project in Excel

Region-wise Sales Analysis in Excel: Created interactive dashboards for in-depth sales analysis.

- Utilized the Sample E-Commerce database to analyze sales and profit data month-wise
- Developed region-wise sales tables to identify key trends and insights
- Linked the tables with a combo box for dynamic data interaction
- Designed and constructed a comprehensive dashboard to showcase key metrics and performance indicators

Superstore Sales and Returns Data Analysis Project in Tableau

public.tableau.SalesAnalysis_Dashboard

- Connected and joined customer level orders and returns data for a Superstore across the US .
- Developed interactive visualizations including line charts, geographical maps, crosstabs, scatter plots, and bar charts.
- Utilized advanced Tableau features such as dropdown filters, calculated fields, parameters, and hierarchies.
- Created dashboards showcasing key insights and allowing for dynamic data exploration

Education

Guru Gobind Singh Indraprastha University
Bachelor Of Business Administration Computer Aided Management BBA (CAM)   2017 - 2020

Rukmani Devi Jaipuria Public School
12th Commerce   2016 - 2017

Certifications

Tableau Training   — Simplilearn

Certified Business Analysis Professional — Simplilearn

Business Analytics with Excel   — Simplilearn