

# GEETA ROY

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Business Analyst with a Master's in Mathematics and comprehensive training from upGrad campus. Completed an internship as a Business Analyst at Wishlink, gaining practical experience in data analysis and strategic decision-making. Eager to apply analytical skills and contribute immediately to a dynamic team, seeking a challenging role with immediate joining.

## SKILLS

- **TOOLS & LANGUAGES:** MS PowerPoint, MS Excel, MS Word, Python, SQL, Machine Learning, EDA, Statistics, PostgreSQL, MySQL, Tableau, Power BI, Alteryx, Google Analytics, Data Analytics, Data Visualization, Dashboards, Data Presentation, Data Mining, Wireframe (Figma), GIT, JIRA, AWS Athena, AWS S3, Asana
- **PYTHON:** Numpy, Pandas, Matplotlib, Seaborn, Plotly
- **SOFT SKILLS:** Communication Strategies, Analytical Thinker, Problem-Solving, Business Understanding, *Presentation Skills*

## EXPERIENCE

### **Business Analyst Intern**

**Dec 2023 – April 2024**

*Wishlink*

*Gurugram, Haryana*

- Developed a creator onboarding process that increased new creator retention by **10%**, resulting in higher platform engagement and content creation rates.
- Assisted in developing and optimizing procedures to streamline the onboarding process and improve overall efficiency.
- Recommended the implementation of an automated onboarding tutorial, which decreased the number of support tickets by **15%**, improving overall operational efficiency.
- **Tools and Technologies:** *Python, SQL, MySQL, Microsoft Excel, AWS Athena, AWS S3, Asana, Slack, Metabase*

### **Data Science & Analytics Trainee**

**Mar 2023 - Nov 2023**

*upGrad Campus*

*Bangalore*

- Automated data cleaning and preprocessing tasks, reducing the time spent on data preparation.
- Created an interactive dashboard in Tableau for visual representation and data storytelling.
- Designed complex SQL queries to extract and analyze data from the company's database.
- **Tools and Technologies:** *Python, Pandas, NumPy, Matplotlib, Seaborn, Tableau, SQL, JIRA*

## ACADEMIC PROJECTS

### **EDA upon Gramener-Case-Study | Python, Pandas, Matplotlib, Seaborn, EDA, Statistical Analysis**

- Performed initial exploratory data analysis to identify patterns indicating that a person is likely to default which may be used to deny the loan, reduce the loan amount, lend at a higher interest rate, etc.
- Constructed some visualization plots which included bar graphs, line graphs, pie charts using Seaborn and Matplotlib libraries in Python.

### **Bank Loan Performance Analysis | SQL, MySQL, Data Analytics, SQL Functions, SQL Queries, Data Visualization, Tableau**

- Analyze the performance of good Vs bad loans, leveraging various data tools and technologies to provide comprehensive insights.
- Enacted SQL functions to analyze various aspects of the dataset, resulting in 96 queries with an average runtime of 0.23 seconds.

### **Coca-Cola USA Retailer Dashboard | Microsoft Excel, Pivot tables, charts, Data Analysis, Data Visualization, Dashboard design**

- Provides a comprehensive overview of sales performance metrics across different beverage brands and retailers in the United States for the years 2022 and 2023.
- It utilizes a variety of visualizations and key performance indicators to present insights in a clear and actionable format.

## EDUCATION

### **Master of Science (M.Sc) in Mathematics**

**Nov 2020 – July 2022**

*Banaras Hindu University, Varanasi*

*CGPA : 8.8 / 10.0*

**Bachelor of Science (B.Sc) in Mathematics**

*Binod Bihari Mahto Koylanchal University, Dhanbad*

**Aug 2016 – July 2019**

*CGPA : 7.6 / 10.0*

**CERTIFICATIONS**

- Introduction to Data Analytics (**Udemy**)
- Introduction to Biostatistics (**NPTEL Swayam**)

**Jan 2024**

**June 2021 - Sept 2021**