SIMRAN SINGH
DATA ANALYST

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📍 RK Puram

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SUMMARY

Motivated data analyst , offering a fresh perspective to data analysis. Proficient in statistical analysis, data visualization, and problem solving techniques. Detail oriented and committed to delivering accurate and actionable results. Collaborative team player, able to work effectively with cross functional teams.

SKILLS

- Data Visualization
- Python
- SQL
- Power BI
- Microsoft Excel &
- Advance Excel & VBA
- Pivot Table and Dashboard
- Tableau

WORK EXPERIENCE

XAPADS MEDIA PVT LTD
Data Analyst • 2023 - Present

- Conducted data collection, cleaning, and transformation for KPI analysis across diverse datasets, managing over 500,000 data points.
- Performed exploratory data analysis to detect campaign trends, patterns, and outliers, identifying a 15% increase in customer engagement.
- Developed and managed SQL queries for extracting data from relational databases, handling databases with over 1 million records.
- Utilized statistical techniques and machine learning algorithms for actionable insights, resulting in a 25% improvement in predictive accuracy.
- Created visually appealing data visualizations and reports using Tableau, Power BI, or Excel, presenting findings to stakeholders in over 10 high-level meetings.
- Collaborated with cross-functional teams to understand and address business needs with data-driven solutions, leading to a 30% increase in ROI.

PROJECT
Financial Report • 2013– 2014

- *Compiled and organized one year's financial data from diverse sources into a MySQL database.*
- *Recorded a total profit of 1.61 crore and total sales amounting to 11.42 crore for the specified duration.*
- *Utilized Power BI tools to construct various graphs and charts illustrating the variance between the sales and profit figures for the year.*
- *Developed visual representations to effectively showcase the disparities and trends between sales and profit throughout the year.*

EDUCATION

BACHELOR OF COMMERCE (HONORS)
2018-2021

SRI VENKATESWAR COLLEGE
UNIVERSITY OF DELHI

CERTIFICATIONS

Certified MIS Analyst
Certified in Programmatic Advertising