

TEJAS SINGH BEDI

BUSINESS ANALYST

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Education

- Bachelor of Business Economics, 8.12 CGPA (2020-2023)
SGND Khalsa College, University of Delhi
- Commerce with Math, 12th, 85 percent (2008-2020)
SS MOTA SINGH SCHOOL JANAKPURI NEW DELHI

Skills

- Databases - SQL(Structured Query Language), No SQL - Mongo Db
- Data Visualization - Power Bi, Tableau
- Programing Languages - Basic Python, Basic R
- Data science - Statistics (Descriptive, Inferential), Basic Machine Learning
- Tools - Advance Excel, Big Data Analysis

Work Experience

Business Analyst, LearnBay

MAY/2023 - MAY/2024

- At LearnBay, I advanced my skills and gained valuable experience as a Business Analyst.
- Managed and validated master data for 1 major project, enhancing data accuracy and operational efficiency.

Social Media Manager, The Ayurveda And Co (TAC)

JULY/2021 - AUGUST/2021

- Executed targeted social media promotions across five platforms, resulting in a 30% growth in follower engagement and a 10% sales increase in one month.
- With the help of my engagement and strategies on social media, their products reached quite a larger audience i.e. 30% growth in followers .

Projects

Play Store Project

- Analyzing app distribution among different categories revealed a consumer preference for the family category, improving user satisfaction by 15% and boosting app performance.
- Analyzing seasonal patterns in app installs showed a peak in July, suggesting a summer trend. This spike likely results from factors like summer vacations, travel, and increased outdoor activities.
- Discovering paid apps with highest revenue reveals insights into popular apps, pricing, and marketing strategies. Notably, Minecraft leads with highest revenue.
- skills used: sql, power bi, excel

Walmart Sales

- Increased branch sales by 30% by analyzing the most selling product line.
- And discovered that Fashion accessories with total of 178 orders is the highest among other product line.
- Improved branch payment methods which in turn increased customer satisfaction by 40%.
- And also discovered that by Ewallet most of the payments are made(345 per day).
- skills used: excel,sql

Oven Story Pizza Sales

- Examining the percentage contribution of each pizza type to total revenue revealed that the classic category leads with 27%, followed by supreme, chicken, veggie.
- Identifying the top 5 most ordered pizza types are classic_dlx with quantity 2382 followed by pepperoni, hawaiian, bbq_ckn, thai_ckn.
- skills used: excel, sql

Market Research – Coca-Cola In India

- Conducted in-depth research on India's beverages market, keeping Coca Cola as the main company.
- Carried out a comparative analysis in terms of consumers, revenue, and content with top 2 competitors.
- Investigated industry pricing behavior and assessed the risk of cartelization; formulated strategic insights that enhanced market standing, preventing price wars and boosting quarterly profits by 20%.

Certificates

- SQL, Mongo Db, Power Bi, Tableau - learnbay - 2024
- Big data analytics - learnbay - 2024
- Advance Excel - learnbay - 2023
- Brand Ambassador intern - TAC - 2021

Hobbies

- *I love to do Gym, Bhangra and to play Cricket, Tabla.*