

# Shrutika Singhal

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## PROFESSIONAL SUMMARY

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Versatile and Solutions-driven Business analyst & collaborating with cross-functional teams in the development, documentation, and delivery of process innovations driving the attainment of business goals.

## TECHNICAL SKILLS

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**Languages:** C, Python, HTML/CSS, SQL(MySQL), Javascript

**Data Visualization:** Power BI, Looker Studio, Advanced Excel, Data Visualization, Business Reporting

**Documentation Tools:** Jira, Github, Confluence

**Libraries:** Pandas, Numpy, Matplotlib

**Analytical tools:** Google Analytics, Jupyter Notebook

**Stakeholder Management:** Client Consulting and Engagement, Presentations, Powerpoint

**Key Metrics:** KPI Monitoring, Market Research, Data Storytelling, Data Exploration, Data Analysis, Quantitative research, BI Reporting

**Soft Skills:** Excellent Communication, Collaboration, Detail-Oriented, Multitasking, Time Management

**Others:** HPALM, Agile(Scrum/Kanban), B2B Planning

## EXPERIENCE

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### Business Analyst

Jul 2021 – Present

*TCS*

- Facilitated workshops and meetings with stakeholders to gather requirements and define project scope for system enhancements and process improvements.
- Developed detailed business requirements documents (BRDs) and functional specifications, ensuring alignment with business objectives and stakeholder needs.
- Collaborated with IT, marketing, and operations teams to integrate data from disparate sources into a unified BI platform
- Analyzed customer data to identify trends and preferences in google analytics, resulting in an increase in customer retention
- Analyzed key performance indicators (KPIs) across multiple departments to identify inefficiencies and areas for improvement.
- Implemented a series of automated reports and dashboards, reducing the time spent on routine reporting tasks.
- Delivering analysis and insights to stakeholders while following the way of agile methodology and helping them achieve their target customer acquisition goals.
- Led training sessions for staff on best practices in performance management and data analysis techniques.

### Data Analyst Intern

Dec 2020 - Feb 2021

*MedTourEasy*

- During this period I experienced the hands-on work of a Data Analyst Professional and developed the project entitled “Predict Blood Donations”.
- Developed the model using Python, numpy, pandas and matplotlib to forecast blood donation behavior based on demographic data

### Intern

Sept 2020 - Nov 2020

*IBM*

- I have successfully completed the global mentoring program conducted by IBM and developed a project entitled “Cignitor”.
- It focuses on user capabilities and help them to shape their career on the basis of interest. Developed this model using Python, MySQL, html/css, javascript.

## EDUCATION

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### Uttar Pradesh Technical University

2017 - 2021

*Bachelor of Technology, Computer Science and Engineering*

*CGPA-8.31*

### Central Board of Secondary Education

2016 - 2017

*Intermediate (12th), Science*

*Percentage-93*

## AWARDS AND CERTIFICATIONS

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5 number of appreciation notes from my colleagues

Microsoft Azure Fundamentals(AZ900) - Microsoft

Python Certified, HackerRank

Power BI desktop certified, Udemy

Google Analytics certified, Udemy

Advanced Excel, Udemy

