HIYA SYAL

INNOVATIVE AND DETAIL-ORIENTED PROFESSIONAL WITH A STRONG FOUNDATION IN DATA SCIENCE AND ANALYTICS FROM IIT MADRAS, COUPLED WITH EXTENSIVE EXPERIENCE IN GRAPHIC DESIGN, CONTENT WRITING, AND SOCIAL MEDIA MANAGEMENT. SEEKING TO LEVERAGE MY CREATIVE AND ANALYTICAL SKILLS IN A DYNAMIC ORGANIZATION.

CONTACT

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RELEVANT SKILLS

- Programming Languages
- Python: Proficient in using Python for data analysis, machine learning, and automation.
- R: Experienced in statistical computing and data visualization.
- SQL: Skilled in writing complex queries for data extraction and manipulation.
- JavaScript: Familiar with using JavaScript for web development and data visualization.
- Statistical Analysis
- Hypothesis Testing: Skilled in conducting t-tests, chi-square tests, and ANOVA.
- Regression Analysis: Experienced in linear and logistic regression modeling.
- Jupyter Notebooks: Proficient in using Jupyter for interactive data analysis and reporting.
- Git and GitHub: Experienced in version control and collaborative development.
- Docker: Knowledgeable in containerization for deploying machine learning models.
- Excel: Advanced skills in Excel for data analysis and visualization.

EXTRACURRICULAR ACTIVITIES

Data Science Club Member
- Actively participated in weekly meetings and workshops focused on data science, machine learning, and AI.
- Collaborated on group projects, including a predictive modeling competition where our team placed in the top 10%.
- Organized and led study sessions on advanced topics such as deep learning and neural networks.

Volunteer Data Analyst
- Volunteered as a data analyst for non-profit organizations, helping them leverage data for decision-making and strategy development.
- Conducted data cleaning, analysis, and visualization to provide actionable insights on donor behavior and campaign effectiveness.

WORK EXPERIENCE

HR Executive Persacy Skills Private Limited
2024 – Present
- Spearheaded the analysis of employee performance data, identifying key metrics and trends that drove a significant increase in employee engagement and retention.
- Utilized advanced data visualization skills to create compelling dashboards and reports, enhancing HR data-driven decision-making.
- Developed and implemented data-driven HR strategies that aligned with the latest trends and employee preferences, resulting in optimized HR performance.

Data Analyst DCC Skills
2022 – Present
- Oversaw the analysis and interpretation of data to guide the creative direction and visual identity of the DCC Skills brand across various platforms.
- Managed a team of data analysts, ensuring cohesive and high-quality analysis and reporting.
- Collaborated with cross-functional teams to design data-driven marketing campaigns that resonated with target audiences and boosted engagement.

ACHIEVEMENTS

- Developed a comprehensive data-driven HR strategy for DCC Skills, resulting in a 50% increase in employee satisfaction and retention within six months.
- Conducted thorough employee surveys and applied data insights to create targeted engagement initiatives, boosting overall employee morale and productivity by 30%.
- Led the data analysis for the rebranding effort of DCC Skills' employer brand, including assessing the impact of new branding elements such as logo redesign, color scheme, and overall visual aesthetics on employee perception.
- Enhanced employer brand recognition and consistency across all HR channels, resulting in a 25% increase in brand recall among potential candidates and a 20% improvement in employee retention rates.

EDUCATION

Bachelor of Science in Data Science and Analytics
Indian Institute of Technology (IIT) Madras

PROJECTS

Sponsor and Influencer Coordination Platform
- Developed a comprehensive platform for managing and coordinating sponsors and influencers.
- Integrated analytics features to track engagement, ROI, and campaign effectiveness.
- Implemented data visualization tools to present key performance metrics.
- Focused on creating an intuitive user interface that simplifies the process of finding and managing influencer collaborations.
- Added features like automated reporting, real-time notifications, and easy-to-use search and filter options to enhance user productivity.
- Conducted user testing and feedback sessions to continually improve the platform's functionality and usability.