Sahil Kapoor

Data Analyst

📧 sahil.kapoor@example.com | 📞 +91-9812345678 | 🌐 linkedin.com/in/sahilkapoor |
📍 Gurgaon, India

Professional Summary

Detail-oriented Data Analyst with 5+ years of experience in leveraging data-driven insights to drive strategic decisions. Proficient in SQL, Python, Tableau, and Excel with a strong understanding of statistical modeling and data visualization. Adept at cleaning, transforming, and interpreting large datasets to identify actionable trends. Proven track record in working with cross-functional teams to support business growth.

Skills

- **Data Analysis:** SQL, Excel, Pandas, NumPy

- **Visualization & BI Tools:** Tableau, Power BI, Matplotlib, Seaborn

- **Statistical Techniques:** Hypothesis testing, Regression, A/B Testing, Time Series

- **Data Handling:** Data Cleaning, ETL Pipelines, Data Wrangling

- **Tools & Platforms:** Python, Jupyter, Git, Google Analytics, Snowflake, BigQuery

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Professional Experience

Data Analyst
InsightIQ Analytics, Gurgaon
Mar 2020 – Present

- Built and maintained automated dashboards in Tableau, reducing manual reporting time by 70%.

- Analyzed customer behavior data using Python and SQL to uncover patterns and improve churn prediction by 15%.

- Collaborated with marketing teams to measure the effectiveness of A/B campaigns and optimize budget allocation.

- Conducted sales funnel analysis that resulted in a 12% increase in conversion rate.

- Migrated legacy reports from Excel to Power BI, leading to better performance and cleaner insights.

Junior Data Analyst

MarketLeap, New Delhi

Jul 2018 – Feb 2020

- Wrote complex SQL queries to extract and manipulate data from large relational databases.

- Created Excel models to track KPIs and presented monthly trend reports to business stakeholders.

- Assisted in data cleaning and ETL processes for client onboarding projects.

- Participated in user interviews to understand data needs and translate them into actionable metrics.

Education

B.Sc. in Statistics

Ramjas College, University of Delhi

2015 – 2018 | CGPA: 8.6/10

Certifications

- Google Data Analytics Professional Certificate (Coursera)

- Tableau Desktop Specialist

- SQL for Data Analysis – Mode Analytics

Projects

Sales Dashboard (Tableau)

Created an interactive Tableau dashboard that visualized sales performance across geographies and product categories, used by executives for quarterly reviews.

Churn Prediction Model

Built a logistic regression model in Python to predict customer churn, increasing retention campaign efficiency by 20%.