ANTARYAMI SINGH

Data Analyst

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Summary

Data Analyst with experience at Jio Platforms Limited, specializing in analyzing data for Jio Products. Delivered a 15% increase in sales through data-driven insights and strategic recommendations. Proficient in SQL, Excel, Python, Power BI, DAX, and data modeling, with expertise in identifying active/inactive devices, tracking daily installations, and analyzing data consumption patterns to drive business decisions.

Technical Skills

Languages and Databases: Python, Pandas, NumPy, SQL, MySQL, PostgreSQL.
Visualization Tools: Power BI.
Other Skills: Advanced Excel, Business Analyst, Data Analysis, Decision-making, Predictive Analytics, and Data Storytelling, JIRA.

Career Graph

Duration	Organization	Designation
Dec 2023 – Current	Jio Platforms Limited, Navi Mumbai, India	Associate Data Analyst

Work Experience

JIO PLATFORMS LIMITED – Navi Mumbai, India   Dec 2023 – Till Date

- • Conducted in-depth data analysis for Jio Air Fiber, Jio Set-Top Box, and Enterprise Access Points, driving a 20% growth in performance metrics by optimizing device activity tracking and network performance.
- • Utilized SQL, advanced Excel, and Python for data processing and analysis, successfully deploying a high-quality project focused on efficiency and accuracy in data handling.
- • Monitored active and inactive devices and daily installations, identifying trends and providing insights that resulted in a 15% increase in operational efficiency.
- • Employed Python, SQL, and Power BI to analyze and visualize data, refine decision-making, and support key business strategies, which led to a 10% reduction in reporting time.
- • Identified and analyzed usage patterns, recommending changes that improved network performance, reduced downtime by 12%, and enhanced the overall customer experience.
- • Contributed to a **25% increase in sales** by analyzing consumer behavior and data consumption trends, leading to optimized customer acquisition strategies and product positioning.

Projects

ORDER ANALYTICS DATA PIPELINE AND SQL-BASED SALES INSIGHTS– PERSONAL PROJECT

- ➢ Designed and automated a data cleaning pipeline using Python (Pandas) for order analytics, managing missing values, standardizing columns and parsing dates.
- ➢ Validated data integrity by checking for unique values and standardizing column names (lowercase, underscores) to ensure compatibility and consistency in SQL.
- ➢ Performed feature engineering by calculating profit dynamically from sales and cost prices, optimizing the dataset by removing redundant columns to enhance memory efficiency.
- ➢ Transformed raw datasets into formats ready for analysis, significantly improving reporting speed and data usability for business insights.

- Leveraged SQL to extract critical sales metrics: Top 10 highest revenue-generating products, Top 5 highest-selling products by region, and Month-over-Month (MoM) growth comparisons for 2022 and 2023.
- Conducted time-series and category analysis to identify peak sales months per category and the highest sub-category growth by profit year-over-year (YoY).

  GitHub Repository: [Link](#)

Jio Mart Product Analysis– PERSONAL PROJECT

- Gathered and translated business requirements for analyzing product sales performance, customer satisfaction, and inventory distribution.
- Designed and implemented KPIs, including Total Sales, Average Sales, Number of Items Sold, and Average Customer Rating.
- Developed interactive Power BI visualizations, such as Donut Charts, Bar Charts, Line Charts, Stacked Column Charts, Funnel Maps, and Matrix Cards.
- Analyzed sales trends based on fat content, item type, outlet size, location, and establishment year.
- Evaluated outlet performance to identify optimization opportunities and enhance business strategies.
- Built a comprehensive Power BI dashboard incorporating data modeling, DAX measure creation, visualization design, and insight generation.

  GitHub Repository: [Link](#)

Multi-Sector Sales Analysis and Dashboarding – PERSONAL PROJECT

- Developed dynamic Excel dashboards to analyze sales data from the e-commerce and coffee retail sectors, utilizing PivotTables, dynamic charts, and slicers.
- Applied advanced Excel functions (VLOOKUP, IF, SUMIFS) to automate sales trend analysis, track category performance, and segment customers.
- Conducted comprehensive sales trend analysis across product categories, identifying seasonal peaks, top-selling items, and revenue-driving products.
- Created visually engaging and interactive reports using conditional formatting and KPI metrics to support data-driven decisions for promotional planning.
- Streamlined large datasets by applying data cleaning and normalization techniques, improving report accuracy and efficiency by 30%.
- Delivered actionable insights by identifying cross-selling opportunities and highlighting product bundling strategies based on sales behavior patterns.

  GitHub Repository: [Link](#)

Education

BACHELOR OF TECHNOLOGY – RGPV UNIVERSITY – Bhopal, Madhya Pradesh   May 2023

- From **Oriental Institute of Science and Technology Bhopal in CSE branch**.   Total Percentage is **84.60%**

Additional Information

- **Languages**: English, Hindi
- **Interests**: Machine Learning, Business Intelligence