

ANTARYAMI SINGH

Data Analyst

📞 8889188939 ✉ antaryamisingh252@gmail.com  [LinkedIn](#)

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 Data Bases: 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 sale 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](#)

SALES & KPI TRACKING DATA ANALYSIS – PERSONAL PROJECT

- Created a comprehensive dashboard using Power BI to explore and visualize the performance of various products and salespersons.
- Transformed data from SQL databases and integrated it into Power BI, utilizing DAX (Data Analysis Expressions) to validate and enhance the data accuracy.
- Designed and implemented key sales KPIs & measures (Revenue Growth, MoM Changes, LBS%) using DAX and a dedicated measure table.
- Enhanced user interactivity with field parameters, slicer panels, bookmarks, and tooltips, optimizing data exploration and usability.
- Resolved DAX performance and filter retention issues, ensuring seamless dashboard functionality and accurate reporting for stakeholders.
- Delivered a user-friendly dashboard that helped strategic decision-making and campaign effectiveness through data-driven insights.

CUSTOMER SALES ANALYSIS – PERSONAL PROJECT

- Leveraged SQL to extract and manipulate data from different interconnected tables in customer sales databases, utilizing advanced JOIN operations.
- Boosted reporting efficiency and accuracy by transforming and filtering data through aggregation and filtering functions.
- Designed complex SQL queries to uncover actionable insights, supporting data-driven decision-making.
- Visualized data using Python libraries (Pandas, Matplotlib, Seaborn) to identify key business intelligence trends.
- Analyzed customer purchasing patterns to inform strategic initiatives and improve sales performance.

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