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 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

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

**Work Experience**

**JIO PLATFORMS LIMITE D –** 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](https://github.com/Antar1418/Order_Analytics_Data_Pipeline_and_SQL-Based_Sales_Insights)

**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