

ANKUR SHROFF

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· [LinkedIn](#) · [GitHub](#) · [Kaggle](#) ·

As an aspiring Business Analyst, deeply passionate about using data-driven insights to solve complex problems and drive business value. Proficient in Python, SQL, Data Visualization using tools like Power BI and Machine Learning acquiring these skills through past experience across various domains and coursework in recent postgraduate program. Committed to continuous learning and professional development, seeking opportunities to expand knowledge and expertise in business analysis and data-driven insights for decision-making for personal and organizational growth.

SKILLS

- Client Interaction
- Solutions-Oriented
- Collaborator
- Creative
- Business Analysis
- Data Analysis
- Power BI
- SQL
- Python
- Statistics
- Machine Learning
- Microsoft Office

PROFESSIONAL EXPERIENCE

DATA ANALYST INTERNSHIP

AFAME TECHNOLOGIES

APRIL 2024

Job Responsibility: Engage in hands-on projects and challenges to gain practical industry experience in Data Analysis.

Tools & Skills: Microsoft Power BI, Jupyter, SQL, Python, MS Excel.

DATA ANALYST INTERNSHIP

MERISKILL

APRIL 2024

Job Responsibility: Active Participation in Real-World Projects challenges to gain practical industry experience in Data Analysis.

Tools & Skills: Microsoft Power BI, Jupyter, SQL, Python, MS Excel.

BUSINESS ANALYST: DIGITAL DESIGN & MARKETING

ULTIMATE INFOVISION PVT.LTD., NEW DELHI.

5TH JULY 2021 – 24TH MARCH 2023

Job Responsibility:

- Client interactions to understand their challenges and provided tailored solutions for growth through business intelligence.
- Market and Competition Research & analysis to implement onto client's businesses for growth.
- Creating Power BI dashboards for insights.
- Based on dashboards insights design and marketing of products & services on google, social media & email marketing.

Achievements:

- Rapidly increased customer reach by 60% of existing and new clients with designing and Digital marketing techniques.
- Attracted new clients providing diverse solutions and increased Ultimate Infovision revenue by 30%.

Tools & Skills: Microsoft Power BI, Photoshop, Corel Draw, Meta, Google Analytics, Microsoft Excel, PowerPoint, Google My business, Social Media Management, WordPress, Ecommerce, Autodesk maya, redshift.

SENIOR PRODUCT DESIGNER

RIGVEE TECHNOLOGIES PVT.LTD., NEW DELHI.

2ND APRIL 2018 – 2ND JULY 2021

Job Responsibility:

- Understand the Market Trends and analyzed different products according to client requirements.
- Created & designed various products for multiple clients providing customer attractions for products
- Ensured client satisfaction through a diverse approach to product design.

Achievements:

- Designed different products for clients with 100% market success.
- Pioneered the adoption of digital marketing strategies to offer diverse product design solutions, augmenting marketing efforts providing high market success rate of newly launched product.
- Implemented new Services in Rigvee Technologies for different clients including graphic designing, digital marketing.

Tools & Skills: Autodesk maya, redshift, Photoshop, Corel Draw, Meta, Google Analytics, Google My business, Digital Marketing

VISUAL EFFECTS (VFX) ANIMATOR

MANDALA STUDIOS, NEW DELHI.

2ND AUG 2017 – 14TH FEB 2018

Job Responsibility:

- Created compelling stories with provided audio inputs for commercial high quality children rhymes.
- Researched different videos to understand what attracts children and accordingly designed audio.

Achievements:

- Millions of views on YouTube for every children rhyme created.
- Designed unique stories ideas which rapidly increased subscribers and views.

Tools & Skills: Autodesk Maya, Redshift, rendering, character Animation/ camera animation / hard-surface modelling / rigging / particles & rendering.

VISUAL EFFECTS (VFX) ANIMATOR

FAMOUS HOUSE OF ANIMATION, MUMBAI.

19TH AUG 2016 – 10TH JULY 2017

Job Responsibility:

- Understanding animation requirements provided for product advertisements.
- Addressed animation requirements for product advertisements, delivering improved solutions for effective product promotion.
- Creating animations for both pre-production and post-production stages

Achievements:

- Promoted to Team Leader with 4 Junior Animator.
- Impressed Clients with amazing product animation for commercial.

Key Clients: Bajaj, Rajanigandha, Govardhan, Crax, Lays, Panasonic, Cinthol, jaguar lighting, Berger paints.

Tools & Skills: Autodesk Maya, Redshift, rendering, character Animation/ camera animation / rigging / particles & rendering

PROFESSIONAL PROJECTS

Capstone Project (Business & Data Analysis): DataCo. Asia Supply Chain Management

Source: Kaggle

Objective: Designed developed a machine learning classification model to predicts on time delivery of shipments

Key skills: EDA, Power BI, Machine Learning - Classification, Scikit & Ensemble Learn, Boosting Algorithms.

Exploratory Data Analysis: Big Mart Sales

Source: Analytics Vidya

Objective: Cleaning & Pre-processing of Data, including data filter, hypothesis & statistical tests including regression model for sales prediction.

Key skills: Data Visualization using Power BI, Exploratory Data Analysis.

Exploratory Data Analysis: Titanic Survival Prediction

Source: Kaggle

Objective: Predicting the survival on titanic ship data including data preprocessing and analysis for machine learning – classification model for survival predictions.

Key skills: Data Visualization using Power BI, Exploratory Data Analysis, machine learning.

PROFESSIONAL QUALIFICATIONS

PGP- DATA SCIENCE & ENGINEERING

GREAT LAKES INSTITUTE OF MANAGEMENT.

MAY 2023 - JAN 2024

- Hands-on PRACTICE on different datasets of different domain.
- Group Leader of Capstone project (Supply chain management system) with 5 member in total.

ADVANCE DIPLOMA IN 3D ANIMATION & VFX

DEV SANSKRITI VISHWAVIDYALAYA.

JULY 2014 - JUNE 2016

- Live Training and industry experience of 3D generalist.
- Final Project Leader - team of 3.

ACADEMICS QUALIFICATIONS

BACHELOR'S OF COMPUTER APPLICATION

CHAUDHARY CHARAN SINGH UNIVERSITY.

JUNE 2011 - JUNE 2014

SENIOR SECONDARY EDUCATION – 12TH STANDARD

CENTRAL BOARD OF SECONDARY EDUCATION, NEW DELHI.

MARCH 2011

SECONDARY EDUCATION – 10TH STANDARD

CENTRAL BOARD OF SECONDARY EDUCATION, NEW DELHI.

MARCH 2009

WORKSHOPS & CERTIFICATIONS

- **Linkedin** – Data Science Foundation & fundamanetals
- **Kaggle Certificates** – Intro to Programming, Python.
- **Great Learning Certificates** – Power Bi | Data Visualization with Power BI | Github | Linear Regression | Hypothesis Testing | Introduction to Web Scraping Libraries | Web Scraping with Python.
- VFX & Production Pipeline by Mr. Gokul Chandran.
- Tips & Techniques of Animation by Mr. Prabhas Chandra Pandey.
- Hard surface Modelling tips and techniques by Mr. Sandeep Kumar.