DEEPTI BEHL

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PROFILE

Detail-oriented and results-driven **Data Analyst / Business Analyst / Reporting Analyst/Power BI (Microsoft Certified)** with 15+ years of experience in IT and ERP systems, now focused on **data analytics**, **report automation**, and **business intelligence**. I am skilled in **data collection**, **data cleaning**, **EDA**, **KPI tracking**, and **dashboard/report development** using **SQL, Excel, Power BI**, and **Python**. I am adept at identifying trends, performing **root cause analysis**, and delivering **actionable insights** to support **data-driven decision-making**.

EDUCATION

Aishwarya College Udaipur **M.Sc (Computer Science)**	**2001-2002**
Aishwarya College Udaipur **PGDCA (Computer Applications)**	**2000-2001**

SKILLS SUMARY

Languages: Python, SQL
Tools: Power BI, Excel, PowerPoint, Jupyter Notebook
Data Skills: Data Cleaning, Data Analysis, Data Extraction, Data Validation, Data Visualization, Dashboarding, Reporting
Business & Analytics: BI Reporting, KPI Analysis, EDA, Trend Analysis, Root Cause Analysis
Soft Skills: Communication, Problem Solving, Attention to Detail, Stakeholder Management, Time Management, Team Collaboration.

WORK EXPERIENCE

DATA ANALYST INTERN | MEDTOUR - August 25 | **[LINK]**
           Project - Blood Donation Prediction   [**LINK**]

- Collected, cleaned, and organized structured and unstructured data using Python and Jupyter Notebook to improve data quality.
- Automated data preprocessing and model evaluation workflows to enhance efficiency and reproducibility.
- Performed exploratory data analysis (EDA) to identify patterns, trends, and actionable insights supporting data-driven decision-making.
- Utilized TPOT Classifier for automated model selection and tuning based on AUC metric.
- Developed and validated logistic regression model with an AUC score of 0.7891.
- Created reports and data visualizations to communicate findings and support recruitment and forecasting strategies.

IT INSTRUCTOR AND INCHARGE | DPS, UDAIPUR - 2007-2024

- Managed and maintained school ERP system ensuring data accuracy and integrity.
- Delivered training in Excel, SQL, and OpenOffice to improve data literacy.
- Generated and analyzed performance reports using ERP tools to support academic and operational decisions.
- Designed and assessed assignments to track outcomes and provide feedback for improvement.
- Optimized ERP functionalities to enhance data management, reporting accuracy, and internal communication.

PROJECTS   [**GITHUB**]

Coffee Shop Sales– Power BI & SQL   [**LINK**]

- Developed an interactive sales dashboard using Power BI and SQL to analyze sales performance and trends.
- Implemented slicers, cards, and charts for dynamic filtering and detailed data exploration.
- Designed a Calendar Heat Map to visualize daily sales trends, highlighting peak sales periods and seasonal patterns.
- Enabled interactive tooltips displaying Total Sales, Total Orders, Quantity Sold, and Month-over-Month (MoM) comparisons.
- Identified sales patterns, spikes, and performance trends by day, week, and holidays to support business decision-making and strategy optimization.

Hospital Emergency Dashboard-Excel   [**LINK**]

- Analyzed key ER performance metrics including wait time, admission rate, and patient flow to identify operational bottlenecks.
- Created visualizations of age group distributions, gender splits, and referral counts to support demographic insights.
- Implemented filters and slicers for dynamic month-over-month and year-over-year performance comparisons.
- Monitored hospital KPIs such as patient satisfaction, on-time service delivery, and referral impact to enhance healthcare service quality.

Diwali Sales - Python   [**LINK**]

- Analyzed Diwali sales data to identify customer purchase patterns and product preferences.
- Performed data cleaning including handling missing values and correcting data types using pandas and numpy.
- Visualized key insights with matplotlib and seaborn, highlighting top-selling product categories and purchase behavior by gender and age group.
- Delivered actionable customer behavior insights to improve overall **sales strategy and customer experience.**

CERTIFICATIONS   [**GITHUB**]   LANGUAGES

Microsoft Power BI Data Analyst -	**Nov'2025**	**([Link]())**	
Google Advance Data Analytics Specialization – **Aug' 2025**		([Link]())	**English** - Proficient
Google Data Analytics Certificate –	**July 2025**	([Link]())	**Hindi-** Native
SQl Micro Course Certificate-	**Aug' 2025**	([Link]())	
Advanced Excel Certificate-	**Aug' 2025**	([Link]())	