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

SKILLS SUMARY

Tools: Power BI, SQL, Excel, PowerPoint
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

POWER BI INTERN | COGNIFY-NOV 25(Pursuing)

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 analysed 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]

Bank Churn Analysis– Power BI [LINK]
- Developed **Bank Churn Analysis Dashboard** to identify **KPI** of customer exit using demographic, behavioural, and financial data.
- Analysed customer engagement, credit card ownership, credit scores, and regional trends to provide actionable insights for **reducing churn**.
- Delivered strategic recommendations for targeted campaigns, product adoption, improving overall **customer satisfaction**.
- Utilized **data visualization and KPI monitoring** to track churn trends over time and support data-driven decision-making.

Coffee Shop Sales– Power BI & SQL [LINK]
- Developed an interactive sales dashboard using Power BI and SQL implemented slicers, cards, and charts for dynamic filtering.
- 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]
- Analysed 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]
- Analysed 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 behaviour by gender and age group.
- Delivered actionable customer behaviour 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)**	