

Deepanshu Bhardwaj

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SUMMARY

A highly motivated Data Visualization and Data Analysis professional with 1 year of hands-on experience in transforming data into actionable insights. Proficient in utilizing SQL, Excel, Power BI, Qlik Sense, and SharePoint to design and develop data-driven solutions that support business decision-making. Demonstrates a strong ability to create dynamic dashboards and reports, ensuring clarity and accuracy. Possesses foundational knowledge of Python, enabling the integration of basic scripting for enhanced data processing and analysis. Adept at collaborating with cross-functional teams to deliver results that drive performance and efficiency.

EDUCATION

Maharshi Dayanand University

Bachelor of Commerce

Rohtak, HR

2019 – 2022

ST Thomas School

Commerce

Bahadurgarh, HR

2018 – 2019

Experience

Diagonal Consulting LLP | Software Developer

Oct 2023 – Present

- Performed data cleaning, pre-processing, and **data modeling** using Power BI to ensure accurate and reliable data for analysis.
- Connected data sources and implemented **incremental data loads** and QVD creation using Qlik Sense scripting for optimized data management.
- Identified **business problems and developed insights**, delivering solution proposals that align with organizational goals.
- Created **KPIs** and tracked performance metrics to measure and enhance business performance.
- Implemented **Row-Level Security (RLS)** and created complex **joins** to manage and secure data access in Power BI and Qlik Sense.
- Developed **set analysis** in Qlik Sense, providing custom functionality for tailored data analysis and reporting.
- Executed a **customer segmentation strategy** based on behavioral and demographic data, leading to a 25% improvement in targeted marketing efficiency.
- Conducted extensive data analysis on patient demographics, admission rates, and medical outcomes, identifying key areas for healthcare improvements.
- Designed **end-to-end dashboards and reports** in Power BI Desktop and Qlik Sense, with a focus on user-friendly data visualization.
- Developed complex reusable formulas and advanced reports in Power BI, utilizing **DAX functions**, data blending, and custom functions for sophisticated data insights.

Trainity | Data Analyst Intern

Mar 2023 – Jun2023

- Increased data quality by 10%.
- Collect and analyze data using specialist tools such as SQL, MS EXCEL, and PowerBI to generate information that will assist others in making decisions.
- Designed several interactive dashboards and worksheets using PowerBI that featured various filters, parameters and actions. These tools allow for the easy interpretation of complex data sets by internal stakeholders across departments.

PROJECTS

Portfolio Link: <https://deepanshubhardwaj967.github.io/deepanshu.github.io/>

E-Commerce Dashboard

Qlik Sense

- **Developed a comprehensive E-commerce dashboard** in Qlik Sense to monitor key metrics such as sales performance, customer acquisition, and product trends, providing a holistic view of business performance.
- **Implemented advanced filtering and set analysis** to segment data by various dimensions, such as customer behaviour and geographic location, enabling targeted insights and personalized marketing strategies.
- **Designed interactive visualizations and KPIs** to track and analyse conversion rates, average order value, and supporting data-driven decisions to enhance E-commerce strategies.
- **Configured automated alerts and notifications** within Qlik Sense to provide proactive updates on key metrics and performance indicators.

Insta-Commerce Sales Dashboard

PowerBI

- **Developed a comprehensive Power BI dashboard** for Insta-Commerce sales, featuring detailed insights into sales performance, customer behaviour, and product trends, with web-embedded reporting for easy access across platforms.
- **Implemented Row-Level Security (RLS)** to control data access and ensure that sensitive sales data is only visible to authorized users, enhancing data security and compliance.
- **Utilized advanced DAX functions** and integrated multiple data sources to create dynamic KPIs and interactive visuals, enabling real-time performance tracking and strategic decision-making through embedded web reporting.
- **Established a seamless connection** with Google BigQuery to integrate large-scale datasets directly into Power BI, facilitating efficient data analysis and visualization.

Besty Bike Store Dashboard

Qlik Sense

- **Created an interactive Qlik Sense dashboard** to analyse sales, customer demographics, and product performance, providing actionable insights for business strategies.
- **Developed and implemented KPIs** to track key metrics like sales growth and customer acquisition, enhancing the ability to monitor and drive business performance.
- **Utilized advanced set analysis and custom visualizations** to offer deep insights and facilitate data-driven decision-making, tailored to specific business needs.
- **Employed tabular reporting within Qlik Sense** to present detailed data tables, offering a structured and comprehensive view of the dataset, complementing the visual analytics with precise, row-level data for thorough analysis.

Hyper Mart Sales Dashboard

PowerBI

- **Created complex DAX calculations** for metrics such as customer value and sales growth, enhancing the ability to analyze trends and make forecasts.
- **Designed and integrated advanced data modeling techniques**, such as star schema and snowflake schema, to optimize the performance and scalability of the data model.
- **Extracted and integrated data from SQL Server into Power BI** to leverage existing relational databases for comprehensive data analysis and reporting.
- **Developed dynamic Ad-hoc reports** in Power BI to address specific business questions and provide on-demand insights, enabling users to generate custom analyses as needed.

CERTIFICATION

- Qlik Qualification for Business Analyst by Qlik
- Qlik Qualification for Data Architect by Qlik
- Virtual internship by Trainity

TECHNICAL SKILLS

- | | |
|-------------------|----------------|
| • Microsoft Excel | PowerBI |
| • SharePoint | SQL |
| • Qlik Sense | MS Power Point |
| • Data Cleaning | Data Analytics |
| • Data Quality | EDA |

SOFT SKILLS

- Problem Solving
- Time Management
- Creative Thinking
- Decision Making

PERSONAL DETAILS

- | | |
|------------------------|--|
| ● Father’s Name | : Ashok Kumar Bhardwaj |
| ● Date of Birth | : 12 th Jul 2001 |
| ● Language Proficiency | : English, Hindi |
| ● Marital Status | : Unmarried |
| ● Hobbies | : Watching Cricket, Listening Music |
| ● Permanent address | : Patel Nagar, Near Sector 6, Bahadurgarh – 124507 |

DECLARATION

I hereby declare that the above written are true to the best of my knowledge and belief.

Date:
Place:

(Deepanshu Bhardwaj)