

# Deveshree Shrivastava

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## PROFILE

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Data-driven professional with expertise in SQL, ETL and business intelligence. Skilled in data analysis, reporting, and dashboarding to improve processes and drive decisions.

## TECHNICAL SKILLS

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**Languages:** SQL, Python

**Technologies:** Data Warehousing, Business Intelligence, Data Transformation

**Tools:** MySQL, Informatica PowerCenter, Power BI, Excel (Pivot Tables, VLOOKUP, Basic Macros), Jupyter Notebook

**Processes:** ETL( Extract, Transform, Load) , Data Integration, Data Quality & Validation, Data Cleaning, Reporting

## EXPERIENCE

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### Self-employed

Sep 2023- Present

#### Freelance Data Analyst

Remote

- Provided dashboard creation, and data cleaning services using Excel, Power BI, and SQL skills.
- Analyzed and processed 50+ supplier price lists using Excel, creating structured databases for 500+ product variations across different categories, enabling efficient price tracking and inventory management.
- Built automated data validation templates in Excel to identify pricing discrepancies and data entry errors, improving data accuracy by 75% and reducing manual processing time from 4 hours to 1 hour per data set.
- Created basic visualization dashboards to track customer claims and dispute resolution, analyzing trends across 100+ monthly transactions and maintaining a 60% resolution rate through systematic tracking.

### Blockseed

Mar 2023- Aug 2023

#### Business Analyst

Indore, India

- Analyzed financial data for 10+ startup clients, identifying key trends in revenue, expenses, and profitability, which led to actionable insights that helped optimize financial strategies.
- Conducted market research and competitor analysis for 5+ finance-sector startups, identifying trends and strategies that improved client market positioning and contributed to a 15% increase in competitive advantage.
- Supported the creation of investor-ready pitch decks, streamlining core narratives, market sizing, and financial highlights, leading to a 30% average increase in successful funding outcomes for clients within the early-stage startup sector, helping them secure necessary capital for business growth.

### Cognizant Technology Solutions

Sep 2021 - Jun 2022

#### Programmer Analyst

Pune, India

- Assisted in ETL development and debugging for data migration in a pharmaceutical cloud project, modifying and enhancing 200+ workflows to ensure efficient data transfer and processing through Informatica PowerCenter.
- Performed data validation of migrated data, ensuring accuracy through profiling, integrity checks, and transformation tasks on 300K+ records daily.
- Developed and optimized complex SQL queries for data cleansing and analysis, identifying and resolving over 200K data quality issues, ensuring 99.9% data accuracy.

## EDUCATION

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Shri G.S. Institute of Technology and Science , Indore

JUN 2017- Jun 2021

B.Tech in Industrial and Production Engineering, CGPA: 7.5

- Final Year Project : Forecasting and Analysis of Covid-19 situation in Indore using Python