

# MANISH PANDEY

Ghaziabad

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Targeting roles in data analytics across **diverse locations**. Results-driven Data Analyst with 2 years of experience in statistical analysis and data mining. Proficient in extracting and analyzing data sets, using analytics software, and collaborating with teams. Detail-oriented effective communicator with cross-functional teams and project requirements.

## TECHNICAL SKILL

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**Languages and DataBases:** Python (Pandas, NumPy), MySQL, AWS, RDBMS

**Software & Tools:** Power BI, MS Excel, Alteryx, JIRA

**Other Skills:** Data Analysis, ETL, Data Mining, Data Cleaning, Data Modeling, Machine Learning, Statistics

## EDUCATION

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**Vellore Institute of Technology (VIT)**

Bachelor of Computer Application (BCA)

**July 2019 – June 2022**

Vellore, Tamil Nadu

**SRM Institute of Science and Technology**

Master of Computer Application (MCA)

**Aug 2022 – May 2024**

Chennai, Tamil Nadu

## EXPERIENCE

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**NielsenIQ**

Data Analyst

**June 2022 – Present**

*Chennai, India*

- Engaging in project for a Fast-Moving Consumer Goods (FMCG) client aimed at **analyzing their sales performance** and providing insights to enhance their market share in the US region.
- Analyzing point-of-sale data to identify trends and patterns in sales, **market share and consumer behavior**, leveraging technology to automate daily operational activities, streamlining processes for increased efficiency.
- Developing and presenting customized reports and dashboards to clients such as **P & G, Nestle and PepsiCo**. the reports track **performance metrics and highlight** areas for improvement, facilitating informed decision-making.
- Conducting **data cleaning, validation** and quality checks to ensure the accuracy of the data being utilized.
- Innovated and automated critical performance tracking dashboards using **Power Bi**, substantially improving reporting processes through strategic inventory management insights.
- Conducted thorough analysis of customer needs to **create and implement effective solutions**, ensuring high levels of client satisfaction and usability.
- Developed and **implemented sophisticated customer segmentation strategies** using **Python, SQL & MS Excel**, markedly accelerating stock, and enhancing sales efficiency for companies including **Walmart, Amazon, Costco**.
- Conducted in-depth inventory analysis, utilizing advanced Data Analytics techniques, which resulted in **revenue growth** by optimizing sells level.

## ACADEMIC PROJECT

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**T20 World Cup Cricket Data Analytics**

- Developed a Power BI report to identify the top 11 players for a T20 cricket team by scraping data from ESPNcricinfo. Cleaned and transformed the data using Pandas and assessed various player performance metrics.
- Utilized the Power BI dashboard to categorize players (openers, middle order/anchors, finishers, all-rounders, specialist fast bowlers) and select the final top 11 players for the match.
- The team selected through the Power BI dashboard has a 90% chance of winning the game.

## CERTIFICATION

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- HackerRank SQL Basic-Advance**

- **Google** Data Analyst Certified