GURPREET KAUR ZILDAR

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PROJECTS

Instacart Customer Segmentation Analysis 🔗
- Merged five different dataframes to analyze results from merge flag frequencies.
- Utilized open-source datasets to detect trends by region, age, income, and other demographic profiles.
- Developed a comprehensive report, results and recommendations for Instacart stakeholders in Excel.
- **Tools/Skills**: Python, Grouping & Aggregating Data, Data Visualization with Python, Coding Etiquette & Excel Reporting

Zomato Bangalore Analysis 🔗
- Analyzed "Zomato Bangalore Restaurants" dataset from Kaggle using Python, ensuring data accuracy and reliability.
- Conducted thorough exploratory data analysis, revealing insights into ratings, reviews, cuisines, and location-based trends.
- Utilized statistical methods to identify correlations between attributes, enhancing customer behavior understanding.
- **Tools/Skills**: Python (Pandas, NumPy), EDA, Data Visualization (Matplotlib, Seaborn), Statistical Analysis

Influenza Season Staffing Requirements 🔗
- Determined influenza season staffing requirements by state for a US national medical agency
- Analyzed CDC datasets to find limitations, spot trends.
- Created an interim report and tableau dashboard to distribute to stakeholders
- **Tools/Skills:** Word, Excel, Tableau, EDA, Data Visualization, Storytelling with Data,Predictive and Precriptive Analysis

Rockbuster's Performance Analysis 🔗
- Conducted performance analysis for a fictional movie rental company to support the launch of its online rental services.
- Utilized data cleaning, summarizing, filtering, table joins, subqueries, and common table expressions for analysis.
- Presented findings to stakeholders, contributing valuable inputs for marketing strategies and decision-making.
- **Tools/Skills:** SQL, Excel, PowerPoint, Database Querying, CTEs, Storytelling with Data

GameCo Marketing Stratergy 2017 🔗
- Conducted 10-year descriptive analysis to aid marketing and sales teams' 2017 budget planning.
- Assessed data integrity, quality, and consistency, and performed data cleaning to ensure accurate results.
- **Tools/Skills:** Excel, PowerPoint, EDA, Data Visualization, Storytelling with Data Presentations

Superstore Sales Analysis 🔗
- Cleaned and processed raw sales data for accuracy and consistency.
- Developed an interactive sales dashboard in Excel using pivot tables, slicers, and charts as well as Identifies trends and insights.
- **Tools/Skills:** Excel, EDA, Data Transformation & Integration, Data Visualization

PROFESSIONAL EXPERIENCE

3D Character Animator   Jan 2020 – May 2021
CHRONOCRAFT
- Led animation development process for game's alpha release, collaborating with team to create high-quality animations using Maya and Unreal Engine. Resulted in enhanced game experience for players.
- Utilized Maya and Unreal Engine expertise to craft captivating animations for diverse in-game models (creatures, bipeds, quadrupeds). Improved visual appeal, gameplay immersion, and player experience.
- Conducted comprehensive testing and analysis of game, exploring scenarios and identifying issues, edge cases, and areas for improvement. Provided valuable feedback to optimize gameplay mechanics and enhance overall game experience.

Freelance Web Designer and Gameplay Animator   Aug 2013 – Dec 2019
- Animated a toddler character for 'Super - CG Short Film' by Jasper Sleeman, bringing it to life with smooth movements and realistic expressions, contributing to film's success.
- Collaborated with team to design website honoring volunteer teacher at FIRST ALLIANCE Church Atlanta, creating engaging layout, developing web content, and finalizing site's publication for meaningful platform.
- Identified design gaps in a shop's logo, conducted research, analyzed existing logo, and created multiple design iterations to deliver visually appealing redesign aligned with brand and values, resonating with target audience.

Data Analyst   Jan 2011 – Apr 2013
CUSTOMSOFT SOLUTIONS
- Implemented and optimized database components, including tables, views, indexes, stored procedures, and triggers, utilizing join statements to ensure accurate data retrieval and updates, enhancing overall data management and retrieval capabilities.
- Efficiently extracted and loaded data from diverse sources using SQL Server's ETL tools, ensuring accurate and up-to-date information availability for analysis and reporting.
- Optimized SQL queries by creating efficient join conditions and utilizing indexes effectively, resulting in improved query performance and faster data retrieval.

EDUCATION

Experimentation - Running & Analyzing A/B tests
Udemy

Data Analytics Immersion Certificate
CareerFoundry

3D Character Animation & Game Animation Fundamentals
Animation Mentor

Bachelor of Engineering, Information Technology
Swami Ramanand Tirtha Marathwarda University