

# Gurpreet Kaur Zildar

## Data Analyst

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## PROJECTS

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### Instacart Online Grocery 🔗

- 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 Prescriptive 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 Strategy 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

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### 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

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### 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 Marathwada University