

Gresi Singh

Data-driven Analyst, experienced in analyzing user data to uncover actionable business insights. Eager to apply analytical skills and domain knowledge in a full-time Data Analyst role.

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EXPERIENCE

Sales Analyst at [GeeksForGeeks](#)

Sep 2023 - Present

- Faced with fluctuating enrollment conversion rates, analyzed student data and enrollment trends to optimize course recommendations, driving a 20% quarter-over-quarter increase in enrollments.
- Tasked with improving lead-to-enrollment efficiency; tracked KPIs such as conversion rate, user engagement, and follow-ups using Excel and internal dashboards, enabling data-backed decision-making.
- Identified gaps between learner needs and course selection; applied personalized consultation and needs analysis, improving student outcomes and overall satisfaction.
- Collaborated with marketing and tech teams to share insights on user behavior and drop-off patterns, supporting targeted campaigns and continuous product refinement.

Sales Analyst Intern at [GeeksForGeeks](#)

Jul 2023 - Aug 2023

- Observed inconsistencies in student engagement and conversion patterns; prepared weekly analytical reports on user behavior, drop-off rates, and funnel performance using Google Sheets and Excel.
- Evaluated performance metrics including lead-to-enrollment ratio, retention impact, and client satisfaction, earning a full-time role based on measurable results and performance outcomes.

EDUCATION

[Dr. A. P. J. Abdul Kalam Technical University](#)

Bachelor of Technology | Electronics & Communication

India

July 2019 - June 2023

PROGRAMMING SKILLS

Languages: SQL, Python, Java, C++

Data Analysis & Visualization: Power BI, Pandas, NumPy, Matplotlib

Technologies: PostgreSQL, MySQL, Jupyter, Excel

PROJECTS

AtliQ Grands – Hospitality Analytics: [Github](#)

- Analyzed hospitality domain data for AtliQ Grands to identify reasons behind declining revenue and market share in luxury/business hotels.
- Designed and developed an interactive Power BI dashboard aligned with stakeholder mock-ups, providing an overall performance view.
- Created key business metrics such as Occupancy %, ADR, RevPAR, Realization %, and Cancellation Rate using DAX.
- Gained hands-on experience in data modeling, KPI design, and business-driven analytics within the hospitality industry.

Dynamic Sales Pareto Analysis Dashboard: [Github](#)

- Designed and developed a fully dynamic Pareto Analysis dashboard using Power BI to identify top business contributors based on the 80/20 principle, enabling analysis across Products, Customers, and Countries.
- Implemented Field Parameters, What-If Parameters, and Visual Calculations to allow dynamic metric selection (Net Sales / Profit) and adjustable Pareto thresholds without traditional DAX-based Pareto logic.
- Built interactive Pareto charts and detail tables with automated ranking, cumulative contribution analysis, and KPI summaries to support data-driven decision making and performance optimization.