

Ishan Shrimali

Data Analyst

Summary

A highly motivated **Data Analyst** with hands-on experience in **Python, MySQL, Power BI, SQL, and Advanced Excel**. Proficient in applying **data analysis, statistical techniques, and data visualization** to solve real-world business challenges. Strong problem-solving skills developed through internships and projects in data analytics, digital marketing, and research. Seeking to contribute my technical and analytical skills to data-driven projects and business decisions.

Experience

Data Analyst Intern - Techno Globe Pvt. Ltd

1/May/2024 – Present, Udaipur

- Gained hands-on experience in data analysis, SQL queries, and Python scripting for data processing and automation.
- Developed interactive dashboards using Power BI and Advanced Excel for various projects.
- Visualizing key performance metrics and trends for stakeholders.
- Worked on analyzing and cleaning data for improved business insights, optimizing the data processing pipeline.
- Technologies used: Python, SQL, Power BI, Advanced Excel.

Associate Digital Marketer - Gateway International Consultancy

05\Dec\2023 – Present, Udaipur

- Roles:**
- Executed comprehensive **SEO and SEM strategies**, including on-page optimization (blog writing, site speed improvements) and off-page activities (profile creation, Web 2.0, video submissions).
 - Managed **keyword research** and conducted SEO audits for websites and applications, ensuring optimized content and error-free performance.
 - Designed and created content for **social media platforms** (YouTube, Pinterest, Quora) as well as blogs, banners, and flyers to enhance online visibility.
 - Tested and identified performance issues across **company tools, websites, and applications**, improving usability and search engine rankings.

Marketing Business Development Intern - Livinnovate

Pvt. ltd. 11/Oct/2022 -11/Jan/2023

- Roles:**
- Managed all aspects of **digital marketing**, including social media platforms, content creation, and designing flyers/posts for the startup's online presence.
 - Conducted **market research and analysis**, creating actionable reports and strategies for the company's business and digital marketing activities.
 - Planned and executed **webinar strategies**, researching new topics and optimizing engagement to support the startup's growth.
 - Supported the team in **business strategy development** and handled documentation and client reporting tasks.

Marketing Analyst: Intern - Technician Brothers

Aug/2020 - Nov/2021

- Conducted **strategic planning** and developed a pipeline of new business by analyzing the market, competitors, and company offerings.
- Managed **project workflows**, including task prioritization, meeting deadlines, and publishing content.
- Led **market research** initiatives and managed all **social media platforms** to increase engagement and brand visibility.

Projects:

- IT Department Budget Overview Dashboard (Power BI):**
Created a dashboard to monitor the budget allocation and spending across IT departments.
- Staff Distribution in Education Sectors Dashboard (Power BI):**
Developed a visualization to analyze staff distribution across education sectors.
- Superstore Sales and Profitability Dashboard (Power BI):**
Built a dashboard that highlighted sales performance, profitability, and key business drivers.
- SQL + Python Project:** Combined SQL queries and Python scripting to extract, clean, and analyze large datasets, improving data efficiency and reporting.
- Sales Dashboard (Advanced Excel):** Developed a dynamic dashboard that provided insights into sales trends, product performance, and profitability across regions.

Academic

Electrical Engineer, Bachelor of Technology
Swami Keshvanand Institute of Technology College (SKIT)

Jaipur
Aug 2019 - Jun 2023

Skills

Digital Marketing	Marketing	Google Ads	Research	SEO
Team management & work	Communication	Ms. Office	Design	SMM
Power BI	SQL	Python	Ms. Excel	
Tools: Ms. office, Google ads, Canva, AI Tools, Ahrefs, Visualization & Analysis tools				