

## ISHIKA GOYAL

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### PROFESSIONAL SUMMARY

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Analytical and detail-oriented graduate with a strong foundation in data analysis, business problem-solving, and structured decision-making. Experienced in interpreting data, building dashboards, and supporting insight-driven outcomes across finance and performance-oriented use cases. Interested in product, finance, and business roles where analytical thinking, stakeholder coordination, and execution excellence create scalable impact.

### EDUCATION

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<b>Vellore Institute of Technology University, Bhopal</b> <i>B.Tech, Department of Computer Science and Engineering</i>	<i>September 2022 - Ongoing</i> <i>CGPA : 9.07</i>
<b>Birla Balika Vidyapeeth, Pilani</b> <i>Class XII Central Board of Secondary Education (CBSE)</i>	<i>April 2020 - March 2021</i> <i>Percentage: 93.8%</i>
<b>Birla Balika Vidyapeeth, Pilani</b> <i>Class X Central Board of Secondary Education (CBSE)</i>	<i>April 2018 - March 2019</i> <i>Percentage: 95.8%</i>

### SKILLS

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**Business & Product:** Product understanding, market research, financial & performance analysis  
**Analytics & Tools:** Advanced MS Excel, Power BI/Tableau, SQL, and data visualization  
**Technical Awareness:** Working Knowledge of Python for data analysis and conceptual understanding of digital/web platforms.

### PROJECTS

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#### **Retail Sales Analysis & Performance Optimization** (Excel, SQL, Python, and Power BI)

- Analyzed 50,000+ rows of transactional data using **Python (Pandas)** and **SQL**, uncovering key trends in product performance, customer behavior, and regional sales
- Designed and deployed an **interactive Power BI dashboard** with dynamic filters for region, category, and time period, improving executive decision-making efficiency by **30%**
- Identified low-performing SKUs and regional demand gaps, leading to recommendations that could increase revenue by **15%** through targeted promotions and product bundling
- Automated monthly sales reporting using Excel and Power BI, reducing manual reporting time by **40%**.

### ACHIEVEMENTS

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- Won first prize out of 25 teams in business pitch held in college**
- Co-Lead in content team in freelancing club**
- Attended **POWER BI** workshop

### ADDITIONAL INFORMATION

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- Comfortable working in cross-functional teams (Sales, Risk, Operations)
- Strong communication and presentation skills
- Open to learning domain-specific financial products and regulations

