

# Ajay Deep Singh

Senior Consultant

+91 8273111488 | Agra, India

[ajaydeep44@gmail.com](mailto:ajaydeep44@gmail.com) | <https://linkedin.com/in/ajay-deep-yadav-6b320344/>

---

## SUMMARY

With over 7 years of experience in Analyzing, Designing and Transforming Data. Expert in SQL, Excel, Tableau and Python. I currently serve as a Senior Consultant - Analytics at GOWIF Technologies Pvt Ltd. I specialize in data visualization, storytelling, and analysis. My previous roles include Senior Data Consultant at MoveInSync, Data Analyst at Blinkit (formerly Grofers) in Business Finance/Offline Business team and Just Wines Australia Pty Ltd. I excel in transforming raw data into actionable insights, developing interactive dashboards, and delivering data-driven solutions for enhanced decision-making and operational efficiency.

---

## SKILLS

- **Technical Skills:** SQL, Microsoft Excel, Power BI, AWS Athena, AWS S3, Python Numpy, Python Pandas, Tableau, QuickSight, Google Data Studio, Redash, Metabase, JIRA, MySQL, Data Analysis, Data Visualization, Business Intelligence.
  - **Soft Skills:** Problem Solving, Analytical Thinking, Team Working, Communication.
- 

## WORK EXPERIENCE

### GOWIF Technologies Pvt. Ltd, Bengaluru

#### Senior Consultant

Feb 2024 – Present

- Work closely with stakeholders to identify their needs and deliver comprehensive data analytics solutions.
- Creating and executing quality assurance at various stages of the project in order to validate the analysis and to ensure data quality, identify data inconsistencies, and resolve as needed.
- Develop and maintain interactive dashboards that provide real-time data visualization and insights, enhancing the accessibility and usability of data for stakeholders.
- Manage customer communication and program management.

### MoveInSync Technology Solutions Pvt. Ltd, Bengaluru

#### Senior Data Consultant

Mar 2023 – Feb 2024

- Strategically compiled and categorized an extensive data aligning them with client requirements by filtering the data from a complicated dataset comprising **of more than 300 Million rows** across multiple tables.
- Performed quantitative data analysis on large, complicated data sets using **SQL and Excel** models, and delivered insights using Tableau.
- Lead data consulting projects, interacted directly with clients and collaborated with senior stakeholders to understand and address their Analytical needs.

### Blinkit, Gurugram

#### Data Analyst

Aug 2019 – Jul 2022

- Utilized Python and SQL for a comprehensive cleaning approach, resulting in **accuracy rate of 90%** thus contributed to the enhancement in targeted marketing accuracy, leading to a **15% increase** in sales within the specific customer segment.
- Produced Analytics Reports using SQL Queries, and validated data to identify anomalies in KPI's.
- Solve complex product issues by analyzing data from customer product usage.

- Collaborated with cross-functional teams, including finance, marketing, and operations, to deliver data-driven solutions that enhance operational efficiency and achieve business goals.
- Transformed raw data into actionable insights, employing advanced data analysis techniques to support strategic, data-driven decision-making processes.

#### **Just Wines Australia Pvt. Ltd, Faridabad**

##### **Data Analyst**

**May 2018 – Jul 2019**

- Scrapped online wine retailer data with Python for price benchmarking using Selenium and Fuzzywuzzy.
- Downloaded data from the FTP site, integrated to a database, and extracted data for analysis.
- Conducted comprehensive data analysis to identify significant trends, patterns, and anomalies, delivering insights that drive business strategies and improvements.

#### **Yatra Online Pvt. Ltd (Yatra Labs), Gurugram**

##### **Trainee Data Science**

**Mar 2016 – Mar 2018**

- Copy data to S3 bucket using Python script then load it to **Amazon Redshift (EDW)** in database.
- Fetched data for sentiment analysis and chatbot using Python from external and internal sources.
- Expertise in **web scraping** with Python using Selenium, Scrapy, BeautifulSoup, or URLLib.
- Work closely with Project/Business/Research teams to provide scraped data for analysis.

#### **India Drivers Network Services Pvt. Ltd, Bengaluru**

##### **Software Engineer**

**Nov 2014 – Sept 2015**

- Generate analytic reports for business metrics using Ruby scripts and SQL queries.
- Used Elastic search for business event publishing and developed real-time metric dashboard in Kibana.
- Prepared detailed test plans, acceptance criteria, test scenarios, and test cases for each project.
- Developed API features supporting backend services for Prefixed Trip, Stands, Distance, etc.

#### **G-Max Media & IT Solutions Pvt. Ltd, Agra**

##### **Jr. PHP Developer**

**Sept 2013 – Nov 2014**

- Worked on multiple web-based applications and dashboards using PHP and MySQL.

---

## **EDUCATION**

### **Data Science using SAS and R**

Analytixlabs, Gurgaon

**Mar 2016 – Mar 2018**

### **Master of Computer Applications (MCA)**

Raja Balwant Singh Management & Technical Campus, Agra

**Jun 2010 – Jul 2013**

### **Bachelor of Computer Applications (BCA)**

Institute of Computer & Information Science, Agra

**Jun 2007 – Jul 2010**

---

## **EXTRA CURRICULAR ACTIVITIES**

- Participated in all major Marathons of India like Mumbai, Bengaluru, Kolkata and Delhi.
- Participated in some major Ultra Marathon and Barefoot Marathon like Coorg and Malnad.
- Hold one of the prestigious awards for Marathon runner PROCAM SLAM 2023.