Lakshay Girdher

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Professional Summary

Detail-oriented and results-driven Data Analyst with experience applying Python, R, SQL, Power BI, Tableau, and Excel to perform business and marketing analytics. I recently completed a capstone project as a marketing analyst with Dan's Farmaroot, a Toronto-based natural health store, where I analyzed sales trends, created AI-driven social media promotional content, and delivered insights that supported data-driven decision-making. Passionate about using analytics to solve problems and drive impactful decisions.

Technical Skills

Programming & Tools: Python, R, SQL, Power BI, Tableau, Excel, ArcGIS Pro, ArcGIS Online, Google Analytics
Data Analytics: Data Cleaning, Predictive Modeling, Sentiment Analysis, Trend Detection, Dashboard Design, Reporting
Data Integration: APIs, JSON, Web Scraping, Connected Data Systems
GIS & Mapping: Geocoding, Spatial Analysis, Cartography, Crime Mapping
Machine Learning: Supervised & Unsupervised Learning, Model Evaluation
Marketing & Social Analytics: Social Media Analytics, Market Research, Engagement Metrics
Business Analysis: Requirement Gathering, Stakeholder Management, Problem Solving.

Professional Experience

- Marketing Analyst (Capstone Project)

Dan's Farmaroot – Toronto, ON | Oct 2024 – Dec 2024

- Researched marketing strategies to boost product sales during international sporting events, contributing to a 15% increase in visibility and online engagement.
- Created AI-generated social media promotional videos using tools like Canva AI and Animaker
- Collaborated with marketing and product teams to develop new promotional strategies, reaching a 20% increase in customer interactions.
- Presented key findings to company leadership and delivered weekly performance reports.

- Customer Service Representative

Smith's Market – Greater Sudbury, ON | Jun 2024 – Present

- Managed inventory control and coordinated delivery schedules.
- Resolved customer issues, ensuring satisfaction and retention.
- Adapted quickly to Canadian retail and logistics environments.

- Research Assistant

Chitkara University – Punjab, India | Jan 2023 – May 2023

- Contributed to IEEE-published research on plant disease detection using deep learning.
- Focused on data preprocessing, model training, and testing accuracy.

Education

Post-Degree Certificate – Business Analytics
Cambrian College – Sudbury, ON | Expected Oct 2025

Post-Degree Certificate – IT Business Analysis
Cambrian College – Sudbury, ON | Dec 2024

Bachelor of Science – Computer Science
Chitkara University – Punjab, India | Jul 2023

Volunteer Experience

Let's Talk Science Recruiter
Cambrian College – Greater Sudbury, ON | Sep 2024

- Recruited 35 volunteers for science workshops to promote STEM education.

Graduation Event Volunteer
Cambrian College – Greater Sudbury, ON | Jun 2024

- Assisted graduates and attendees to ensure a smooth convocation ceremony.

Certifications & Accomplishments

 - IEEE Research Publication – I2CT 2023

- UI/UX Design – University of Minnesota (Coursera), Dec 2022

- Cybersecurity Fundamentals – CISCO Networking Academy, Jan 2021

- Entrepreneurship Program – Wadhwani Foundation, May 2022

- Global Disaster Risk Reduction – Kaya Humanitarian Academy, Sept 2022