Mansi Singh

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PROFESSIONAL SUMMARY

Data Analyst with 3+ years of experience supporting leadership decisions through SQL-driven analysis, applied statistical methods, and Power BI dashboards in a global enterprise environment. Strong at structuring ambiguous business problems into testable hypotheses, defining decision-oriented KPIs, and quantifying operational and workforce impacts. Experienced in investigative analytics, trend and cohort analysis, forecasting scenarios, and reporting automation, with a pragmatic approach to data validation and stakeholder trust.

CORE SKILLS

Data Analytics & BI

- SQL: complex JOINs, CTEs, window functions (RANK, LAG, rolling averages), period-over-period comparisons, anomaly detection
- Power BI: dimensional modeling, DAX measures, time intelligence, performance optimization
- Excel: advanced formulas, Pivot Tables, Power Query automation

Analytical Methods

- Hypothesis-driven analysis & problem structuring
- Trend, variance, and cohort analysis
- Pre/post impact analysis using historical baselines
- Forecasting (time-based trend extrapolation, scenario modeling)
- Applied statistics: distribution analysis, correlation checks, outlier detection

Tools & Platforms

- Python (pandas, numpy) for segmentation, pattern detection, and validation
- Generative AI tools (Copilot / ChatGPT-style) for SQL prototyping, DAX drafting, and insight synthesis (with manual validation)

EXPERIENCE

Data Analyst

Hitachi Digital/Hitachi Vantara **Jun 2022 – Present**

- Translated ambiguous leadership questions into structured analytical problems by framing hypotheses, defining KPIs, and identifying appropriate comparison baselines across workforce, attrition, and operational performance.
- Designed Power BI dashboards tracking headcount efficiency, attrition risk, and operational throughput, directly informing quarterly planning, restructuring decisions, and risk mitigation discussions.
- Reduced leadership decision turnaround time by ~40% by replacing ad-hoc, manual reporting with standardized, governed dashboards used in recurring business reviews.
- Automated recurring reporting pipelines using SQL and Power BI refresh logic, reducing manual effort by ~37–40% and enabling greater analyst focus on investigative analysis.
- Conducted cohort and trend analysis to identify high-risk attrition segments and emerging operational risks, enabling earlier intervention planning rather than reactive decision-making.
- Led data reconciliation and audit validation efforts during post-merger and restructuring phases, resolving metric discrepancies and improving confidence in leadership-facing reports.
- Built complex SQL queries using CTEs and window functions to analyze rolling trends, rank-based comparisons, anomalies, and period-over-period performance shifts.
- Performed variance analysis and root-cause exploration across regions, functions, and time windows to explain deviations from expected or baseline performance.
- Evaluated the effectiveness of operational changes using pre/post analysis anchored to historical benchmarks, accounting for seasonality and trend effects.
- Applied statistical techniques (distribution analysis, correlation checks, outlier detection) to validate insights and avoid misleading conclusions from noisy or incomplete data.
- Developed short-term forecasting scenarios using historical trend extrapolation to support planning discussions and highlight potential risk ranges.
- Used Python (pandas) to segment datasets, identify behavioral patterns, and independently validate SQL-derived insights, increasing confidence in high-impact findings.
- Applied Generative AI tools to accelerate SQL and DAX prototyping and synthesize exploratory findings into stakeholder-ready narratives, with strict manual validation for accuracy and auditability.

- Managed 6–7 concurrent analytics requests per week, balancing rapid-turn reporting with deeper investigations while maintaining documentation and stakeholder alignment.
- Partnered with Operations, Finance, HR, and PMO teams to clarify data definitions, interpret results, and translate analytical findings into concrete actions.

KEY PROJECT HIGHLIGHTS

Business & Operational Dashboards (Power BI)

- Defined decision-oriented KPIs aligned to workforce efficiency and operational performance goals.
- Enabled early identification of performance gaps and emerging risks through trend and variance analysis.
- Reduced repeated clarification requests by centralizing metrics into governed, self-serve dashboards.

Post-Merger Reporting Optimization

- Analyzed inconsistencies across legacy reporting frameworks to identify data gaps and definition mismatches.
- Supported metric standardization using SQL and Power BI, improving version control and reporting consistency.
- Increased stakeholder trust in data during high-risk transition periods.

Trend & Request Pattern Analysis

- Analyzed recurring analytics and reporting requests to identify inefficiencies in data consumption and unclear metric definitions.
- Insights informed dashboard redesigns and reduced repeat clarification cycles.

EDUCATION

Miranda House, University of Delhi **Jul 2019 – May 2022**

Bachelor of Arts: Economics & Political Science, CGPA: 8

CERTIFICATION

- Generative AI for Data Analytics – Microsoft
- Meta Data Analyst with Gen AI