Data Analyst/ Business Analyst

NEHA SHARMA

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Skills

1) **Tools & Languages:**
   a) SQL (SQL Server, MySQL, PostgreSQL), Microsoft Power BI (DAX, API, Power Query)
   b) Python (Pandas, NumPy, MatPlotLib)
   c) Tableau, Excel (VLOOKUP, Conditional Formatting, Pivot Tables),

2) **Methods:** Data Cleaning, ETL, A/B Testing, Predictive Modeling, KPI Tracking, Process Optimization

3) **Domains:** Supply Chain Analytics, Risk Analytics, Financial Compliance, Product Development

Projects

GOOGLE CAPSTONE PROJECT ON BIKE SHARE – Coursera - Google

- Analyzed large bike share data (5.6M+ rows) using SQL to identify user behavior and inform marketing strategies.
- Developed data visualizations to present comparative analyses of rider segments (casual vs. member) and trends.
- Formulated data-driven recommendations that aim to increase annual memberships for a bike-share program.

SUPPLY CHAIN PERFORMANCE ANALYSIS – Virtual Client's Project

- Utilized Python (Pandas, Plotly) to analyze supply chain data, identifying key factors impacting revenue and costs.
- Visualized product sales, shipping carrier performance, cost distributions, and actionable insights for decision-making.
- Determined average lead time and manufacturing costs per product type and defect rates by transportation mode to pinpoint areas for process improvement.

BANKING REPORT – Personal Project - kaggle

- Developed a banking dashboard in Power BI to analyze client data and minimize lending risk.
- Performed data cleaning and feature engineering in Power BI, calculating client engagement time and income bands.
- Utilized DAX functions (SUM, DISTINCTCOUNT, SUMX, DATEDIFF) to calculate KPIs such as total loans, deposits, fees.

OTHER PROJECTS LINK

- **https://github.com/NehaAnalyst**

Work Experience

DATA ANALYST (FREELANCE) – Self-employed   Aug 2023 – Mar 2025

- Utilized DA tools (like, SQL, Python, Power BI) to extract, manipulate, and analyze data, delivering insights to clients.
- Implemented data models and database solutions to support client reporting needs and improve data accessibility.
- Provided data analysis consulting services to clients across multiple industries, helping them to optimize operations, increase revenue, or reduce costs.

BUSINESS ANALYST – Aura infusion   May 2021- Nov 2023

- Automated internship applicant tracking and reporting workflows (Excel/SQL), reducing administrative tasks by 25% and accelerating onboarding for 20+ monthly participants.
- Increased program enrollment by 30% over two years by designing Power BI dashboards to align internship offerings with organizational goals and stakeholder needs.
- Optimized funding allocation efficiency by 15% through data analysis of donor/participant trends, ensuring equitable resource distribution.

Education & Certification

- Master of Commerce | University of Lucknow | 2021–2023 | CGPA: 7.85
- Bachelor of Commerce (Honors) | University of Lucknow | 2017–2020 | CGPA: 8.15
- Professional Course : Google Data Analytics, | 2025