NEHA SHARMA

Data Analyst / Business Analyst

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LinkedIn Profile- https://shorturl.at/HZuqW
Portfolio- https://shorturl.at/nJRmI
Delhi, India | GitHub- https://github.com/NehaAnalyst

Skills

1) Tools & Languages:
   a) SQL (SQL Server, MySQL, PostgreSQL), Microsoft Power BI (DAX, API, Power Query, Reports), Tableau
   b) Python (Pandas, NumPy, MatPlotLib, Seaborn)
   c) Advance Excel (Data Validation, 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, Statistical Analysis, Data Visualization

Projects & Simulations

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. annual) and trends.
- Formulated data-driven recommendations that aim to increase annual memberships for a bike-share program.

ACCENTURE NORTH AMERICA - DATA ANALYTICS AND VISUALIZATION – FORAGE

- Utilized SQL, PowerPoint, and data visualization tools to provide insights for a social media client
- Analyzed and modelled 7 datasets to identify key content trends and inform strategic decision-making
- Developed client-ready presentations to effectively communicate insights and recommendations.

DATA VISUALIZATION: EMPOWERING BUSINESS WITH EFFECTIVE INSIGHTS – FORAGE

- Created data visualizations using Tableau and Power BI for a Tata Consultancy Services simulation.
- Prepared strategic questions for client leadership to align business decisions with data insights.
- Delivered visual reports that supported effective decision-making by executives

OTHER PROJECTS LINK

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

Work Experience

DATA ANALYST (FREELANCE) – Self-employed   Dec 2024 – 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.

JUNIOR DATA ANALYST – Aura infusion   Jan 2023 – June 2024

- Automated internship applicant tracking and reporting workflows (Excel/SQL), prepared detailed reports summarizing findings from Data analysis, highlighting key recommendations for strategic planning.
- Increased program enrollment by designing Power BI dashboards and KPI's to align internship offerings with organizational goals and stakeholder needs.
- Providing real time data visualization to support decision-making processes.

Education & Certification

- Professional Course : Advanced Google Data Analytics | 2025
- Master of Commerce | University of Lucknow | 2021–2023 | CGPA: 7.85
- Bachelor of Commerce (Honors) | University of Lucknow | 2017–2020 | CGPA: 8.15
- 10th & 12th | SKD Academy | 2014–2016 | 10th CGPA – 9.0 & 12th percentage – 70%