

PRACHI SINGHAI

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PROFILE OF SKILLS

- 2+ years of Data analysis and market research experience
- Data analysis tools like SQL, Python, R, STATA, SPSS, Bloomberg, Data visualization tools like Tableau, Looker, Power BI
- Microsoft office Power Point, Excel (Macros, Pivot tables, VBA), Word, Outlook
- Conducted 100+ Literature review, Researching, reporting

PROFESSIONAL EXPERIENCE

OPERATIONS ANALYST

NATIONAL BANK OF CANADA

Toronto, Ontario, Canada, **Aug 2022 – May 2023**

Data Analytics:

- Performed **ETL process for transfers data, analyzed fund information and transfer requests using SQL**, completing the missing information, correcting the client data, joining old and new data, **achieving 15% increase in transfer accuracy**
- Investigated transfer errors, developed and presented dashboards using Tableau to communicate types and causes of errors, working **on tight deadlines in a fast-paced environment**

Client Interaction:

- Awarded employee of the month for accurately executing trades, sorted client inquiries and maintained professional relationships with clients, account managers and fund companies to ensure client holdings data is up to date, **reduced trade settlement time on client accounts by half**

Automation:

- Collaborated with data architects and engineers to carve out solutions for automation of five of the daily operations to achieve efficiency **exhibiting understanding of data, analytics and automating processes**

SALES ANALYST

SHAHS FOOD COMPANY

Toronto, Ontario, Canada, **March 2022 – July 2023**

Data Analytics:

- Analyzed large sales database on CRM system - Salesforce and Tableau for New York based consumer FMCG, for **tracking business metrics and identify KPI's , Business Intelligence, insights and trends**
- Collected, analyzed, evaluated and reported sales results and workflow to identify steps to increase sales productivity and results, drove process enhancement that **increased revenues 36% in one quarter**

Financial analysis:

- Performed financial analysis including monthly profitability, weekly forecasts, pricing strategies, tracked operating and capital expenses, **achieved 10 % profit growth in two-months**
- Communicated sales needs back to business leaders and product team assisting in pricing analysis to ensure products relative to one another and in combination are priced correctly

STOCK ANALYST

ANAND RATHI FINANCIAL SERVICES

MP, India, **Sept 2018- August 2019**

Analytics:

- Worked collaboratively with team, conducted **market analysis of historical stock data using Bloomberg**, providing buy, sell and hold strategies to brokers and clients, **achieving 80% accuracy in the predictions**
- Conducted secondary research using, news articles, press releases, internet research for sentiment analysis, and direct discussions with company executives to assist in **preparing weekly/monthly/quarterly publications**

Investment management:

- Leveraged data for researching investment options on Bloomberg platform, prepared charts for reports, tested ideas and optimal trading strategies for traders and brokers, **attracted 15 new clients & 100k in investments**

Business Analytics:

- **Designed detailed questionnaire and surveys using Qualtrics**, conducted business forecasts and participated in weekly team meetings with managers and executives
- Performed professional market research in order to identify the target market, market conditions, customer behavior, industry trends and competition

Customer acquisition and satisfaction:

- Completed strategic market planning, worked on the constant improvement of customer satisfaction, and gained **improvement in the satisfaction rate by 20 % in two-month period**
- **Achieved 600 + users** through student campaigns including campaign structure development, segment targeting, referral rewards
- Conducted market analytics by proactively monitored Paid Social and Display campaigns for the News app to identify red flags, positive/negative trends, for marketing performance management and **found 15 % ROA**

EDUCATION

MA. Economics, McGill University

Sep 2020- Feb 2022

- Recipient of Scholarship grant from Government of India for Meritorious students Abroad'40000 USD
- Conducted **Labor market analysis using R**, created visualizations using **Power BI**, generated intuitive inferences, found 60% Industrial Gender Wage Gap performed **econometric and statistical analysis**

BA. HONORS BUSINESS ECONOMICS, UNIVERSITY OF DELHI

July 2016- June 2019

PROJECTS

- Technology- Python
[Diwali Sales analysis to improve customer experience and Sales volume](#) – Used NumPy, Pandas, Matplotlib for improving Sales and customer satisfaction during festive season
- Technology – SQL, Tableau
[Superstore analysis Project](#) - Performed time series analysis, category, sub- category analysis and customer segmentation
- Technology- SQL
[Employee data analysis](#) – Performed data querying for exploring customer database
- Technology- SQL, Tableau
[Hotel revenue Analysis project](#) – Used complex SQL queries to analyze the performance of hotel and resorts

CERTIFICATIONS

MySQL for Data Analytics and Business Intelligence (2022) | **R Programming** A – Z For Data Science (2022) | **Microsoft Power BI** Desktop for Business intelligence (2023) | **Tableau** A-Z : Hands On Tableau Training for Data Science (2023)

VOLUNTEER EXPERIENCE

- **Secretary Debate and Discussion society, SGTB Khalsa College**
Headed society of 50 members, taught communication skills and organized three inter college debate competitions
- **Organizer Lethal Gleans, Environment Conservation Group**
Organized monthly campaigns to promote cleanliness and awareness among the residents towards environment