

## RESHMA HEMDANI

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### OBJECTIVE:

Data-driven professional with expertise in reporting, analysis, and process improvement. Achieved 40% reduction in manual reporting, 98%+ data accuracy, and 15% efficiency gains. Skilled in Excel, SQL, Power BI, and KPI visualization, seeking a Data Analyst role to deliver actionable insights and drive business decisions.

### PROFESSIONAL EXPERIENCE:

Genpact (Process Developer – Process Analyst)

11/2023 – Present

- Collaborated with cross-functional teams to translate business requirements into data-driven solutions.
- Extracted, transformed, and loaded (ETL) large datasets of **100K+ records** using **SQL, Google Sheets, and Microsoft Excel** (Advanced Formulas, Pivot Tables, VLOOKUP).
- Designed and developed **10+ interactive dashboards and KPI reports** in **Power BI** using **DAX, Data Modeling, and Power Query**, improving reporting speed by **40%**.
- Performed **data cleaning, wrangling, and statistical analysis** to identify **15+ recurring trends, anomalies, and root causes**, boosting data accuracy to **98%+**.
- Delivered **actionable insights** that improved **operational efficiency by 15%** and reduced process gaps by **20%**.
- Conducted **ad-hoc analysis** and created **automated reporting solutions**, reducing manual effort by **40%** and improving stakeholder satisfaction scores by **25%**.

A&M Designer Studio (Social Media Marketing Analyst)

08/2022 – 02/2023

- Extracted, cleaned, and analyzed social media performance data using **Excel, Google Sheets, and analytics tools**, processing **10K+** monthly data points.
- Monitored and reported **5+ Key Performance Indicators (KPIs)** including engagement rate, reach, impressions, click-through rate (CTR), and conversion rate, improving reporting accuracy by **95%**.
- Applied **data visualization techniques** to present campaign performance trends and actionable insights to stakeholders, reducing analysis time by **30%**.
- Optimized content strategies based on data-driven recommendations, resulting in a **50% increase in customer engagement** and contributing to a **20% sales growth**.

### EDUCATION:

➤ B. Com – Computer Application (Nalanda Degree College – Kakatiya University)

2020/2023

### SKILLS:

- **Data Analysis Tools:** Microsoft Excel, Google Sheets
- **Visualization Tools:** Microsoft Power BI, Tableau
- **Databases:** SQL – MYSQL, PostgreSQL
- **AI Tools:** ChatGPT, Claude, Gemini, Cursor, Julius, Data Squirrel, Gamma
- **Programming Languages:** Python (Beginner - Pandas, NumPy, Data Cleaning, Matplotlib)
- **Statistics:** Descriptive Statistics, Hypothesis Testing, Predictive Analytics

### SOFT SKILLS:

- Communication, Time Management, Teamwork, Problem Solving, Critical thinking, Storytelling

## **CERTIFICATIONS:**

- Certified Data Analyst from Skillovilla
- Certified AI expert in SQL from AI for Techies
- Certified AI expert in Microsoft Power BI from Office Master
- SQL – Hacker Rank

## **PROJECTS:**

### ➤ **Project 1: Business Performance Reporting & Analytics Framework**

- **Client:** A major Multinational in the technology sector.
- **Tools & Technologies:** SQL, Excel, Power BI, Google Sheets, Google Slides, Root Cause Analysis (RCA), Data Visualization, Process Audit

#### **Responsibilities:**

- Developed and deployed a business reporting framework for weekly, monthly, and annual KPI tracking across multiple units.
- ETL of large datasets (SQL, Google Sheets, Excel) ensuring 98%+ data accuracy and timely insights.
- Built interactive KPI dashboards to monitor performance and identify process gaps, reducing reporting time by 40%.
- Conducted RCA to address inefficiencies, improving operational efficiency by 15%.
- Delivered ad-hoc analyses for leadership, uncovering trends and enabling data-driven decisions.
- Performed internal audits to assess compliance, validate data accuracy, and identify opportunities for process optimization and cost reduction.

### ➤ **Project 2: Interactive Business Performance Dashboard**

- **Tools & Technologies:** Power BI, DAX, Power Query, SQL, Excel, Data Modeling, ETL, Data Visualization

#### **Responsibilities:**

- Designed and developed an interactive Power BI dashboard to analyze and visualize key business performance metrics, enabling stakeholders to make data-driven decisions.
- Collected, cleaned, and transformed large datasets using Power Query and ETL techniques, ensuring data quality and consistency.
- Built robust data models with relationships, hierarchies, and calculated measures using DAX (Data Analysis Expressions) to derive actionable insights.
- Integrated data from multiple sources, including SQL Server, Excel to provide a consolidated view of operations.
- Created dynamic and visually appealing charts, KPIs, slicers, and filters, optimizing the dashboard for usability and performance.
- Implemented row-level security (RLS) to control data access based on user roles

### ➤ **Project 3: Airline Booking & Analytics**

- **Tools & Technologies:** SQL, Window Functions, Aggregate Functions, Joins, CTEs, Subqueries

#### **Responsibilities:**

- Executed complex SQL queries on AirlineDB (100K+ records) to extract actionable insights.
- Used window functions and aggregate functions to analyze bookings, revenue, and seat occupancy trends.
- Built optimized joins and CTEs for efficient data retrieval and reporting.
- Ensured 95%+ data accuracy by validating seat assignments and removing duplicates.
- Delivered KPI reports on popular routes, peak periods, and busiest airports for strategic planning.