SHALLY BANSAL

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PROFESSIONAL SUMMARY

Data Specialist with **5+ years** in analytics, data engineering, and visualization, proficient in **Python**, **SQL**, **Tableau**, **Power BI**, and skilled in **predictive modeling**, **forecasting**, and **hypothesis testing** to drive actionable insights.

SKILLS

- **Programming & tools**   Python, SQL, Excel, GIT & DVC, Visual Studio Code
- **Visualization**   Tableau, Power BI, Excel Charts, Jupyter Notebook
- **Data Analysis**   Predictive Modeling, Forecasting, Exploratory Data Analysis, Hypothesis Testing
- **Soft Skills**   Strategic Communication, Data Storytelling, Problem Solving

PROFESSIONAL EXPERIENCE

Data Analyst, Brickle Web Info Tech, India   Jun 2023 – Aug 2024

- Partnered with stakeholders to define KPIs and optimize report and dashboard development using Power BI, achieving a **30% reduction in reporting time** while delivering accurate, actionable insights and promoting a self-service data culture.
- Conducted exploratory data analysis (EDA), performed complex analyses, and developed predictive models using SQL and Python, leading to a **15% increase in market opportunities**.
- Applied **critical thinking** to understand business operations and effectively solve problems.

Research Assistant, Dr. Munish Kumar, Associate Professor, MRSPTU, India   Apr 2021 – May 2023

- Assisted in data collection, analysis, and visualization for academic research, contributing to publications in data science and machine learning.
- Worked with Python to clean and analyze large datasets, delivering research insights that informed future studies.
- **Research Publications:** **WordDeepNet** , **OKC Classifier**, **Augmented Reality**

Data Analytics Educator & Researcher, SSD Institute of Technology, India   Jul 2010 - Feb 2021

- Taught courses on data analytics and machine learning, empowering students with essential tools like **Power BI** and **Python** for real-world data applications.
- Led data-driven research on **predictive modeling** and **statistical analysis**, contributing to academic publications and industry insights.
- Fostered a data-centric mindset, mentoring students on transforming complex data into actionable insights for decision-making.

PROJECT EXPERIENCE

Business Insights 360 *[Excel, Power BI, DAX, Power Query, SQL]* **Live Dashboard**

- Designed a multi-view dashboard in Power BI for **6 departments** (sales, finance, supply chain, executive, marketing, and products) of AtliQ hardware to understand sales trends and facilitate data-driven decisions, which aimed to scale the business processes by **10%.**
- Imported 2 different data sources (MySQL, and Excel) with more than **1 million records** and performed data modeling.
- Optimized the report using DAX studio, which saved **30%** of storage and improved performance by **10%**

Global Super Store *[Excel, Tableau]* **LinkedIn**

- Built interactive dashboards to showcase sales performance and profitability across regions, delivering key metrics that drove a **15% improvement** in regional market targeting.

Pneumonia Detection Model *[Python, TensorFlow, Keras]* **GitHub**

- Developed a **CNN** model & Identified pneumonia from chest X-rays with **94% accuracy**.
- Reduced diagnosis time by automating image analysis, contributing to faster medical decision-making.

YOLOv5 Object Detection Model *[Python, YOLOv5, OpenCV]* **GitHub**

- Implemented object detection model Using YOLOv5 for real-time object detection.
- Achieved **90%+ accuracy** demonstrating high detection performance in varied environments.

AtliQ Finance Reports *[Excel, PivotTable, DAX]* **GitHub**

- Automated data cleaning with Power Query & Saved 4 hours weekly, streamlining report generation.
- Reduced data processing time by **50% using DAX,** enabled real-time decision-making and improved revenue analysis.

EDUCATION

- **Arden University, Berlin, Germany**- Master *of Science in Data Analytics and Marketing*   Apr 2024
- **Punjabi University, Patiala, India -** *Master of Technology in Computer Science*   May 2009

CERTIFICATIONS

- Microsoft **Power BI** Desktop for Business
- Excel: Mother of **Business Intelligence**
- Secured an advanced position in **HackerRank** for SQL
- Passed a basic level test in **HackerRank** for Python

LANGUAGES: English (Fluent), German (**B1 Certified**), Hindi