Shally Bansal

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PROFILE 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

- **Technical Tools:** Python, SQL, PySpark, Tableau, Power BI, GIT & DVC, Microsoft Excel, Microsoft Visual Studio
- **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 (Remote), 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 Women's 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.

EDUCATION

Arden University, Berlin, Germany   **Apr 2024**
Master of Science in Data Analytics and Marketing

Punjabi University, Patiala, India   **May 2009**
Master of Technology in Computer Science

PROJECTS

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

- **Replaced Excel with Power BI dashboard:** Integrated data from multiple sources (Excel/CSV, SQL) for 5 departments.
- **Optimized performance by 5% using DAX:** Enhanced dashboard speed, driving a **10% revenue increase** and **20% expense reduction.**
- **Cross-functional collaboration:** Ensured dashboard met stakeholder needs and delivered actionable insights.

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**: Used YOLOv5 for real-time object detection.
- **Achieved 90%+ accuracy**: Demonstrated high detection performance in varied environments.

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