SHALLY BANSAL

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Professional Summary

Detail-oriented and results driven **BI - Data Analyst** with over 3 years of experience in data analytics, business intelligence, and report generation. Proficient in using **Power BI**, **SQL**, and **Python** to deliver high-quality data insights and support data-driven decision-making. Experienced in collaborating with cross-functional teams and stakeholders to ensure data accuracy, create impactful reports, and optimize business operations. Fluent in **English** and **German**, with a strong ability to work in **agile environments**.

Skills

Languages: Python, SQL, HTML/CSS
BI Tools: Power BI (DAX, ETL, Data Modelling, Report Optimization), Tableau, Advanced Excel
Agile Methodologies: Sprint Planning, JIRA, Scrum
Key Competencies: Stakeholder Communication, Data Visualization, Data Cleaning, Report Automation, Statistical Analysis, Machine Learning

Experience

Brickle Web Info Tech   Apr 2021 – Feb 2024
Data Analyst   *Chandigarh, India*

- Collaborated closely with data engineers to ensure data quality and readiness for analysis, contributing to a 30% reduction in reporting time.
- Developed and optimized Power BI dashboards, improving decision-making processes for multiple departments.
- Conducted exploratory data analysis (EDA) and built predictive models using SQL and Python, increasing market opportunities by 15%.
- Led initiatives to create automated reports and dashboards, enhancing self-service data accessibility for stakeholders.
- Applied critical thinking to understand business operations and effectively solve complex problems.

SSD Institute of Technology   Apr 2010 – Feb 2021
Assistant Professor & Data Analyst   *Bathinda, India*

- Analyzed student performance data to identify trends and areas for improvement, leading to a 25% increase in overall student success rates over three academic years.
- Collaborated with faculty to enhance the curriculum based on data insights, significantly improving course completion rates by 30%.
- Designed and maintained interactive dashboards using Power BI to visualize student enrollment, retention, and performance metrics, providing key insights for institutional decision-making.
- Worked closely with academic and administrative teams to improve data management practices, ensuring data quality and accessibility for reporting and strategic planning.
- Presented data insights and recommendations to senior management and academic committees, influencing strategic decisions and fostering a culture of data-driven decision-making within the institute.

Projects

Supply Chain Operational Efficiency Report | *Power BI, SQL*

- Analyzed key performance indicators (KPIs) within supply chain processes, leading to the identification of a 15% inefficiency in inventory management practices.
- Created interactive dashboards using Power BI to visualize operational metrics, facilitating clearer insights for stakeholders and enhancing overall understanding of the data.
- Recommended process adjustments with the potential to reduce operational costs by 20%, resulting in projected annual savings of €50,000.

Global Super Store Sales Insights | *Tableau*

- Created an automated dashboard for a computer hardware business facing challenges in scaling within a dynamically changing market and lacking actionable insights.
- Performed data analysis using SQL and Power BI to track revenue growth, year-over-year (YOY) trends, and region-wise sales performance.
- The dashboard enabled quick, data-informed decisions, effectively displaying sales trends and potentially raising revenue by at least 7% in the next quarter.

Credit Card Transaction Report | *Power BI*
- Developed a weekly credit card financial dashboard to provide real-time insights into key metrics and trends for stakeholders monitoring and analysis.
- Increased overall revenue by 28.8% totaling $57M, with $8M generated from interest and $46M from transactions.
- Analyzed customer segments, revealing male customers contributed $31M and female customers $26M in total revenue.

Education

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

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

Certifications and Research Publications

- 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
- **WordDeepNet**: Handwritten Gurumukhi Word Recognition with a Convolutional Neural Network
- **OKC Classifier**: An Efficient Approach for Classifying Imbalanced Datasets Using Hybrid Methodology

Languages

English, German (Intermediate), Hindi