

Sheetal Dubey

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in LinkedIn

Pune, IN

SUMMARY

Detail-oriented and analytical professional with 2+ years of experience in market research, data analysis, and client servicing. Skilled in quantitative and primary research, consumer insights, and data interpretation to drive business decisions. Proficient in statistical analysis, data visualization, and reporting using SQL, Excel, and analytics tools. Passionate about leveraging data to optimize marketing strategies and improve business outcomes.

SKILLS

Technical Skills: Market Research & Analysis, Competitive Intelligence, Microsoft Excel (Advanced), Microsoft Teams, Microsoft PowerPoint, Data Cleaning & Validation, Data Reconciliation, ETL (Extraction, Transformation, Loading), MIS Reporting (Excel, Data Tools), Data Documentation & Dictionary Management, Data Visualization (Tableau, Power BI), SQL (data extraction & transformation), Statistical Analysis

Soft Skills: Analytical Thinking, Problem-Solving, Client Relationship Management, Time Management, Teamwork & Collaboration, Presentation Skills, Attention to Detail, Decision-Making, Adaptability, Written communication skills, Client Service

PROFESSIONAL EXPERIENCE

Data research analyst Sep '23 - Present
Collegedunia Web Pvt. Ltd Gurgaon, IN

- Conducted data-driven analysis using advanced research and analytics tools, achieving a **20% improvement** in operational efficiency.
- Supported strategic decision-making by designing and implementing interactive dashboards and research solutions, enhancing reporting processes and actionable insights.
- Streamlined web based research processes by extracting and validating data from 20+ sources, significantly improving data accuracy and reliability for vendor analysis and market insights.

Associate May '22 - Aug '23
F95 Advanced physiotherapy and research center Raipur, Chhattisgarh

- Maintained and processed large volume of **Medical data entries** to ensure **95% error-free data environment compliance**
- resolved discrepancies through teamwork and utilization of Excel. Crafted comprehensive reports and presentations for leadership.

KEY PROJECTS

1. Web Traffic Analysis and Optimization- Collegedunia web Pvt.

Description: To analyze and optimize web traffic using SEO techniques and Excel-based data analysis, leading to increased organic traffic and improved user engagement.

Key Responsibilities & Actions:

- Collected and analyzed web traffic data from Google Analytics and other SEO tools.
- Used **Excel functions (VLOOKUP, INDEX-MATCH, COUNTIF, SUMIF)** to clean, organize, and analyze large datasets for SEO insights.
- Created pivot tables to track key SEO metrics, including bounce rate, session duration, and organic traffic trends.
- Identified high-performing keywords and optimized content strategy based on keyword ranking analysis.

Impact: Increased **organic traffic by 20%** through data-driven SEO optimizations. Improved **user retention and engagement** by refining content strategies. Reduced manual reporting time by **50%** through Excel automation.

This project showcases **SEO-driven data analysis using Excel**, emphasizing **data processing, visualization, and strategic decision-making** for website optimization.

2. Competitor Analysis Dashboard with Advanced Visualizations

Description: Created an interactive dashboard to present competitor analysis metrics, incorporating web-scraped data and internal performance indicators. Utilized Excel to structure and aggregate data, and visualized key insights.

Outcome: Provided the marketing team with actionable insights, aiding in strategic planning and contributing to growth in targeted engagement initiatives

EDUCATION

Post Graduate In Data Science

International Institute of Information Technology (IIIT) Bengaluru, IN

BE in Electrical and Electronics Engineering

Bhilai Institute of technology Raipur, IN