

Shivkumar Singh

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Personal Summary

To take a challenging post for understanding business change needs, assessing the impact of those Changes, capturing, analyzing and documenting requirements and then supporting the communication and delivery of those requirements. I want to become a data scientist and working with data science team to get more knowledge about the Predictions and deploy the machine learning algorithms.

Professional Experience

HT Media Ltd

From Oct'21 to Present

Job Responsibility: - Senior MIS Analyst

- Lead multiple projects and guide the junior team members to help them deliver quality products as per the set timelines.
- Work towards creating easy to digest analytical reports & Dashboards for shine job posting customers.
- Working with the product, sales and marketing teams, and customer innovations teams to really understand requirements for a new solution and define a plan on how to build the same out.
- Interact with customers to understand requirements from an analytics perspective, and convert those requirements into dashboards and reports.
- Working with the designers to build dashboard mocks-ups including which KPIs to leverage, what story to tell that will enable users to take actions from the dashboards.
- Manage data from various CRM into Google sheets, Generate regular and ad-hoc reports for operations.
- Provide timely and accurate business KPI reports to the field and respond to their queries by providing supporting data.
- Automation of various ongoing reports using VBA to saves time and manual efforts of the end users.
- Proactively analyze data to answer key questions for stakeholders, with an eye on what drives business performance, and investigate and communicate which areas need improvement in efficiency and productivity.
- Generate SQL server script for preparing reports and maintaining the existing database.

Croma Campus Pvt Ltd.

From Feb'20 to Oct'21

Job Responsibility: - MIS Analyst

- Co-ordination with the distributors to the sales related data.
- Automate the basic Excel reports which take a lot of time to prepare.
- Making daily/weekly/monthly reports and sharing with reporting manager.
- Performing exploratory data analysis of the cleaned data in Python using NumPy and Pandas libraries.
- Sharing on-demand ad-hoc report, positive search report, email dashboard report.
- Extract the data from portal and clean it and analyze for the get the information.
- Focuses on removing erroneous data from data set and use the Data cleaning process.
- Use the Pandas library for the analytics problem and large data.
- Check the variance in the sales of data monthly wise.
- Gather data from various sources including databases, spreadsheet, and APIs.

Cetpa Infotech Pvt Ltd.

From Dec'17 to Feb'20

Job Responsibility: - SEO Analyst

- Update weekly keyword ranking report in excel dashboard.
- Create weekly website traffic report using google analytics tool.
- Use SEMrush, Ahrefs tools for competitor analysis, backlinks analysis, rank tracking.
- Create high quality content.
- Searching the top keywords using tool such as google keyword planner.
- Work on various social sites such as Pinterest, LinkedIn, Instagram, YouTube, etc.
- Run the PPC campaign for online marketing.
- Perform off page activities like blog posting, article submission, guest posting, business listing.
- On page optimization.

WSM Technology.

From July'15 to Nov'17

Job Responsibility: - SEO Executive

- Detailed Evaluation of client's website (Website Analysis Report).
- Keyword Analysis.
- On page optimization.
- Competitor Analysis.
- Making strategies for off page optimization.
- Making strategies for social media marketing.
- Monitoring project progress report.
- Review of traffic report using google analytics.
- Website blog optimization.
- Maintain weekly & monthly ranking dashboard report sheet.

Educational Background

- MCA from A.K.T.U Lucknow with aggregate 65% in 2012
- BCA from V.B.S.P.U Jaunpur with aggregate 60% in 2008
- Intermediate passed (Science) from U.P. Board with aggregate 50% in 2005
- High school passed from U.P. Board with aggregate 56% in 2003

Technical Skills

- Tools: Python, SQL, MS-Office (M.S Word, Excel, Power point, outlook), Power BI
- Packages: Scikit-Learn, Openpyxl, Pandas, Matplotlib, Searborn, Jupyter Notebook

Personal Profile

Father's Name	:	Mr. Shivshankar Singh
Date of Birth	:	04 th -March 1989
Marital Status	:	Married
Linguistic Abilities	:	English and Hindi
Contact Address	:	New Ashok Nagar New Delhi 110096

Declaration:

I hereby declare that all the above information is true, complete and correct to the best of my knowledge & belief. I am ready to join less than 15 days of my selection.

(Shiv Kumar)