

SHUBHAM KUMAR

Data Analyst

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PROFESSIONAL SUMMARY

Analytical and detail-oriented Data Analyst skilled in transforming complex data into actionable insights. Experienced in building dashboards and automating data workflows. Proficient in Python, SQL, Power BI, and Tableau with a strong foundation in EDA, visualization, and storytelling.

KEY SKILLS

- SQL (MySQL) Query Optimization
 - Python (Pandas, NumPy, Matplotlib, Seaborn, Plotly)
 - Excel (Advanced Functions, Pivot Tables)
 - Dashboard Development (Power BI, Tableau)
 - Data Cleaning & Transformation
 - Exploratory Data Analysis (EDA)
 - Problem-Solving & Critical Thinking
 - Data Visualization & Storytelling
 - Statistical Analysis
 - Web Scrapping (Requests, BeautifulSoup, Selenium)
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PROJECTS

[Project Link](#)

Taco Sales End-to-End Analysis Project – SQL, Python, Data Analysis, EDA

1. Conducted comprehensive sales performance analysis to optimize taco sales across time periods, locations, and product categories.
 - . Identified top-performing locations and peak sales days, enabling targeted marketing strategies.
 - . Uncovered low-performing products and recommended optimization to reduce inventory waste.
 - . Provided insights into seasonal trends and consumer preferences to drive promotional campaigns.
 2. Cleaned and transformed raw sales data using Pandas and NumPy for reliable and structured analysis.
 3. Created actionable visualizations using Matplotlib and Seaborn, aiding data-driven business growth.
 4. Delivered a complete end-to-end data analytics solution, simulating real-world retail sales reporting.
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[Project Link](#)

Global Education Cost Analysis – Python, Data Wrangling, Visualization, Dashboard

1. Analyzed education costs across 30+ countries to assist students and institutions in budget planning and market strategy.
 - . Identified affordable destinations based on tuition, living expenses, and visa costs.
 - . Highlighted cost disparities between public and private institutions to guide funding decisions.
 - . Supported strategic decision-making for students aiming to maximize return on investment (ROI).
 2. Preprocessed and cleaned raw data using Pandas and NumPy, ensuring accurate cross-country comparisons.
 3. Built clear and compelling data stories using Seaborn and Plotly, enhancing user understanding of global education economics.
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[Portfolio Links](#)

E-Commerce Consumer Analysis Dashboard (Power BI)

- Delivered insights into consumer behavior by analyzing demographics, payment methods, and product categories to enhance sales and marketing strategies.
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Study Abroad Financial Planning Dashboard (Power BI)

- Delivered cross-country comparisons of tuition and living costs to help students and consultants make informed, budget-conscious study abroad decisions.
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Smartphone Preference Trends in India Dashboard (Tableau)

- Delivered insights into mobile brand popularity, price sensitivity, and consumer choices across regions to support targeted marketing and product positioning.
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PROFESSIONAL EXPERIENCE

Data Analyst Intern - one75mbhrm (Recruitment Industry) — WFO | Duration: 3 months

- Designed and implemented dynamic dashboards in Power BI to highlight bottlenecks in recruitment pipelines.
 - Delivered recruitment metrics across departments, improving decision-making by identifying 3 major process inefficiencies.
 - Presented actionable insights that contributed to a 15% improvement in candidate conversion rates.
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ACHIEVEMENTS

- Improved recruitment conversion rate by 15% through data-driven strategy and funnel optimization. **One75mbhrm (Recruitment Industry)**
 - Analyzed 20+ years of national crime data using Power BI; uncovered patterns that led to insights on crime hotspots and trends. **Self-Initiated Project**
 - Maintained a 100+ day streak on [Kaggle](#), contributing to 10+ notebooks and engaging in 50+ discussions to sharpen data analysis skills. **Self-Initiated Project**
 - Cleaned and transformed 30000+ rows & 150+ columns of real-world data using Python (Pandas, NumPy), increasing data reliability by 90%. **Self-Initiated Project**
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CERTIFICATES

- Power BI Desktop for Business Intelligence – **Udemy**
 - Excel for Data Analysis – **Simplilearn**
 - Data Science Master Program (DSMP-1) – **CampusX**
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EDUCATION

Bachelor of Computer Applications (BCA)

- Indira Gandhi National Open University — Delhi, India | 2021 - 2024

Higher Secondary (12th Grade)

- Jindal Public School — Dashrathpuri, Dwarka | 2021

Secondary (10th Grade)

- Moon Light Public School — Sisauli, Muzaffarnagar | 2019