

Shubham Makkar

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Career Objective

MBA graduate in Business Analytics with hands-on experience in SQL, Power BI, Excel, Python and foundational Machine Learning. Skilled at building interactive dashboards, cleaning and analyzing datasets, and deriving business insights to support decision-making. Seeking an entry-level Data Analyst role where I can apply analytical and problem-solving skills to deliver data-driven solutions in a growth oriented organization.

Technical Skills

Languages & Databases: SQL (Joins, CTE, Window Functions), Python (Pandas, NumPy, Matplotlib)

Business Intelligence Tools: Power BI (DAX, Data Modeling), Tableau, Excel (PivotTables, VLOOKUP, Dashboarding)

Machine Learning (Basic/Intermediate): Linear & Logistic Regression, Decision Trees, Random Forest, Model Evaluation (Accuracy, Precision, Recall)

Statistics & Analytics: Hypothesis Testing, Correlation, Regression, Probability, Descriptive Statistics

Other Tools: Microsoft PowerPoint, Canva

Projects

Amazon Sales and Customer Insights Analysis (Python, MySQL, Power BI)

GitHub: tinyurl.com/58wecavw

- Performed an end-to-end analysis on synthetic Amazon sales data using six interconnected tables — Customers, Orders, Products, Transactions, Refunds, and Feedback.
- Derived 30+ KPIs and analytical insights for each table, covering customer behavior, order trends, product performance, payment preferences, refunds, and feedback ratings.
- Built interactive Power BI dashboards for each dataset, showcasing metrics and visual insights with two report files per table.
- Identified top-performing cities and products, analyzed refund and exchange trends, and highlighted improvement areas for customer satisfaction and retention.

Power BI Sales Dashboard – Motorola Mobile | GitHub: github.com/ShubhamMakkar/Power-BI-Sample-Project

- Built a dynamic Power BI dashboard tracking regional sales trends and product performance.
- Applied DAX measures to calculate KPIs (Revenue, Profit %, Growth Rate), enabling actionable insights for business teams

Certifications & Training

- PG Program in Data Science & Analytics – Imarticus Learning (2025)
Focus: Excel, SQL, Python, Tableau, Power BI, Statistics, Intro to Machine Learning (Regression, Classification, Model Evaluation); built real-world dashboards & case projects.
 - Power BI Crash Course – Skill Course (2024) – Created dashboards with DAX, slicers, and data modeling.
 - Introduction to Tableau – Simplilearn (2024) – Developed dashboards for product and sales insights.
 - Strategic Thinking & Problem Solving – LinkedIn Learning (2024) – Enhanced business problemsolving approach.
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Education

Master of Business Administration (MBA) – Business Analytics & Digital Marketing

Manav Rachna International Institute of Research and Studies | 2025

Bachelor of Business Administration (BBA) – General

Manav Rachna International Institute of Research and Studies | 2022

Additional Information

- Languages: Hindi (Fluent), English (Intermediate)
- Interests: Fitness & Well-being, Stock Market & Investing, Technology Trends, Personal Finance