

Shweta P. Singh

Data Analyst

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Summary

Detail-oriented Data Analyst with hands-on experience using SQL, Python, and Power BI to transform raw data into actionable insights. Comfortable with reporting, automation, and working with cross-functional teams to support data-driven decisions. Eager to contribute to business success through clean data and practical visualisations.

Skills

- **Languages & Tools:** SQL (MySQL, PostgreSQL), Python (Pandas, NumPy)
- **Data Visualisation:** Power BI, Tableau
- **Analytics & Reporting:** Dashboards, KPI Tracking, Data Cleaning, Reporting and Storytelling
- **Automation:** Excel Macros, Jupyter Notebooks
- **Other:** Monday.com, Zapier, Basic ETL flows, Snowflake

Experience

Data Analyst (CRM Reporting) | Suprtech - London | Oct 2023 - May 2025

- Worked with CRM data (50K+ users) to identify trends in customer retention and segmentation.
- Built Power BI dashboards to track campaign performance and key user behaviour metrics.
- Automated data flows between systems, reducing manual work by 90%.
- Supported cross-team reporting by aligning KPIs across product and business units.

Data Analyst Intern (Finance) | Baby Ready Finance - Glasgow | Mar 2023 - Sep 2023

- Built Python-Excel budget trackers, reducing reporting time by 25%.
- Created a Junior ISA forecast model using 5 years of data, improving accuracy by 30%.
- Integrated real-world datasets (e.g. inflation), boosting forecast reliability by 20%.
- Deployed a Streamlit dashboard, giving 10+ advisors real-time financial insights.

Data Analyst (Operations & Compliance) | Trans MR Consultancy - India | Feb 2021 - Jun 2022

- Conducted 150+ audits monthly, uncovering trends that informed regional compliance updates.
- Automated survey entry with Excel macros, improving data accuracy by 20%.
- Built compliance reports with Power Query and PivotTables for tracking service metrics and policy adherence.

Projects

Customer Churn Dashboard | Jun 2023 - Nov 2023

- Analysed customer behaviour patterns and created a churn prediction report using Python & Power BI.
- Shared actionable recommendations with the marketing team, improving retention strategy for a segment of **5,000+ users**.
- The model achieved **82% prediction accuracy**, enabling early identification of high-risk customers.

ESG Reporting Tool (Python + Excel) | Jun 2023 - Nov 2023

- Built an ESG score tracker using public APIs and Excel templates.
- Helped **10+ small businesses** begin tracking sustainability metrics without paid platforms.
- Reduced manual reporting time by **40%** through automation and simplified workflows.

Education

MSc Financial Technology | University of Glasgow - Scotland | Sep 2022 - Nov 2023

- **Focus:** Financial Analysis, Forensics, RegTech & FinTech Law, Python & R.
- **Key Projects:** *User Segmentation* – Clustered eCommerce personas in Python (Group MSc project). *Stock Forecasting* – Time series modelling in R using ARIMA and Monte Carlo.

Certifications: Azure Data Fundamentals – Microsoft (2025) | Data Analytics Bootcamp - Analytics Builder