

# Shweta P. Singh

## Data Analyst

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## Summary

Data Analyst skilled in transforming data into insights that improve decision-making, efficiency, and reporting.

## Skills

- **Data Analysis:** SQL (MySQL, PostgreSQL) · Python (Pandas, NumPy)
- **Data Visualisation:** Power BI (DAX, modelling) · Tableau (dashboards, visual analytics)
- **Cloud & Engineering Tools:** AWS (S3, Athena) · Azure (Synapse) · dbt · Docker · Git
- **Automation & Workflow:** ETL pipelines · Excel Macros · Zapier · Jupyter · Monday.com
- **Statistical Techniques:** Regression · Time Series · Classification · Churn Prediction · Segmentation

## Experience

### Data Analyst | Suprtech - London | Oct 2023 - May 2025

- Analysed CRM data (50K+ users) using SQL to uncover trends and improve segmentation and retention.
- Automated CRM-to-SQL data flows, reducing manual reporting by 90% and improving data accuracy
- Built Tableau dashboards to track campaign ROI, churn signals, and feature adoption across user segments.
- Developed KPI frameworks aligning product and business teams on LTV, activation, and lifecycle.
- Partnered with engineers to define data requirements and improve analytics-ready data models.

### Financial Data Analyst Intern | Baby Ready Finance - Glasgow | Mar 2023 - Sep 2023

- Automated monthly budgeting workflows using Pandas and NumPy, reducing manual errors by 30%.
- Built a JISA forecasting model that visualised growth trajectories across client segments.
- Scraped cost-of-living data using BeautifulSoup to enhance savings forecasts with real-world economic inputs.
- Deployed Streamlit dashboards for advisers, enabling real-time insights during client sessions.

### Operations Analyst (Compliance & Reporting) | 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

### ESG Scorecard Automation for Small Businesses | Jan 2025 - Mar 2025

- Built a lightweight ESG scorecard generator using Python, Looker Studio, and Climatiq.io APIs.
- Automated carbon footprint scoring and delivered investor-ready dashboards.
- Enabled small firms to track sustainability metrics without costly platforms, aligning with 2026 regulatory shifts.

### AI-Augmented Decision Dashboard for Risk & Bias Audits | Mar 2025 - May 2025

- Developed a BI dashboard that combines predictive scores (e.g., loan eligibility, churn) with SHAP-based bias analysis.
- Integrated OpenAI API to generate natural-language explanations and decision caveats for business stakeholders.
- Designed for future policy compliance (2026 AI audit laws), promoting transparency in AI-assisted decisions.

## 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)
- dbt Fundamentals – dbt Labs (2025)