Sukhman Singh

Aspiring Business Analyst

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Profile Summary

Analytical and results-driven Business Analyst with expertise in SQL, Python, Tableau, and Excel. Proven success in boosting sales by 25% and enhancing customer targeting accuracy. Skilled in process optimization, stakeholder engagement, and delivering data-driven insights. Experienced in Agile environments, full project lifecycles, and dashboard automation. Strong communicator with a Master's in Business Analytics and a background in Marketing.

Technical skills

Tableau | Power BI | SQL (Joins, Window functions, Data Aggregate Functions)| Python | SPSS | Jira | Web Scraping| Advanced Excel (VLOOKUP, INDEX-Match, IF, Pivot tables and charts) | Pencil | Business Problem Solving

Soft skills

Analytical Thinking | Attention to detail | Communication/Interpersonal skills| Critical thinking | Time Management | Organization skills | Storytelling with data | Business acumen

WORK EXPERIENCE

Business Analyst, Unlimited Greens   02/2022 - 07/2023

- Significantly increased sales by 25%, optimized business processes using SQL and Python data analysis, improving accuracy to target customers by 20%.
- Produced over 15 interactive dashboards and visualizations using Tableau and Excel, leading to a 30% boost in data-driven valuable and actionable insights for clients. Automated BI Reporting and Dashboard services.
- Conducted data analysis on 5+ projects to visualize data, identify trends, patterns, and insights.
- Prepared, delivered and presented reports, recommendations and alternatives for improving business processes.
- Assisted with the creation of test plans. Experience in using use cases, user stories and activity diagrams.
- Produce business requirements to inform future state design and supporting teams in understanding the user requirements and their linkages to the overall process improvement.
- Identified key stakeholders, gathered requirements, facilitated communication, resolved conflicts, and ensured alignment between business and project goals. Acted as a bridge between technical and non-technical teams.
- Executed Agile and Scrum methodologies for project delivery and planned iterations to ensure timely delivery.
- Involved in strategic planning with the ability to align business intelligence and reporting initiatives with company goals.
- Developed instructions on how to connect to data, determined what data products should be used for ad hoc reporting. Ensured accurate data collection and validation to maintain reporting integrity.
- Facilitated meetings between various internal users, documenting the outcome of these user meetings.
- Implemented full project life cycle for 3+ data-driven projects, building hypothesis to data analysis, presenting, project delivery and implementation. Supported the change management process by ensuring user needs.

EDUCATION

Master's in Business Analytics (Merit) , University of Birmingham   09/2023 - 09/2024

- Graduated with a Merit. Data analysis using tools like Tableau, Excel, SQL and Python.
- Became proficient in data visualisation, implemented business process optimization and developed forecasting models, resulting in a 20% enhancement in predictive accuracy in my projects.

Bachelor of Business Administration (Major : Marketing), Doon Business School   07/2019 - 07/2022

- Effectively applied business management principles in projects, demonstrating a 20% improvement in team efficiency, achieving an accuracy rate of 95% in financial reporting. Developed strong analytical and problem-solving skills.
- Acquired project management skills, including project planning, execution, monitoring and problem-solving.

1) Capstone Data Visualization

- Used Tableau to create 2 dashboard presentations with different charts to visualize data from various datasets.
- Integrating disparate datasets with inconsistent formats was challenging but I resolved this by using data blending and calculated fields to ensure uniformity, enabling seamless visualization and accurate insights.
- Key business decisions include optimized resource allocation (e.g., doctors, equipment) based on regional service demands, prioritization of funding for underperforming ICBs and strategic planning for future healthcare infrastructure.

2) Retail Sale Analysis (SQL)

- Conducted an end-to-end analysis of a retail sales dataset using SQL, aiming to uncover actionable business insights.
- Performed exploratory data analysis using Joins and SELECT, FROM, GROUP BY, ORDER BY and Limit statements.
- Business decisions were made on most revenue generating beauty category and age group, peak selling hours and how seasonal trends impacted monthly sales averages.

3) Applied Analytics for Operations Supply Chain and Management

- Investigated trends on financial data for 12-month periods, achieving an accuracy rate of 90% in predicted sales.
- Optimized inventory planning and reduced stockouts by 15%. Evaluated features, created feedback reports.
- Handling missing values in the financial data was challenging impacting forecast accuracy. Overcame this by using interpolation and moving averages to fill gaps, ensuring reliable predictions and a 90% accuracy rate.

4) Customer Segmentation and Sales Performance Analysis of Superstore Data

- Conducted analysis of Superstore sales data using tools like SPSS and Tableau. Performed descriptive statistics to understand central tendencies and variability. Conducted T-tests.
- Revealed patterns with visualisations such as gender purchasing pattern and type of shipping preferred.
- A challenge arose while identifying significant variables for segmentation. I overcame it while applying clustering to identify customer segments and factor analysis to compare gender-based differences in sales and discounts.
- Guided strategic decisions, such as focusing on high-performing product categories, data-driven marketing and addressing unprofitable customer segments.

5) Created a workflow for the self checkout terminal

- Using Pencil created a detailed flowchart for a Self Checkout Terminal by collecting user stories and use cases.
- Mapped processes, inputs/outputs, decisions, and databases.
- Representing complex edge cases such as payment failure, was challenging which I resolved through team feedback and iterations.
- This visualization improved stakeholder understanding, streamlined development, and informed better business decisions around user experience priorities.

Certifications (Clickable link)

- Python Foundations for Data Analyis & Business Intelligence
- My SQL for Business Analytics and Business Intelligence
- Data Analysis in Excel
- Creating Dashboards in Tableau
- The Complete Digital Marketing Course - 12 Courses in 1

- Intermediate SQL
- Introduction to Tableau
- Introduction to Python
- Data Preparation in Excel

ACHIEVEMENTS

- Founded a chocolate brand for a project with a workforce of 60 students. Increased operational efficiency by 15% by processing data in MS Excel. Demonstrated teamwork by collaborating with diverse teams across 3+ departments.
- Trained 5+ team members on SQL and data visualization best practices, improving data literacy across the department.
- 1st in college debate competition, 4 times winner in speech competition, 2nd in College Business Story competition indicating my strong communication and interpersonal skills both in written and verbal.