**Sukhman S**

Master’s in Business Analytics | Data analysis and Growth Hacking | 2 years of work ex | Aspiring Business Analyst

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**Summary**

Results-driven Business Analyst with 2 years of experience successfully managing diverse projects. Recognized across the industry for streamlining operations via customized strategies, resulting in two Delivery Excellence Awards. Leveraged data analytics, customer insights, and cross-functional teamwork to drive measurable business impact.

**PROFESSIONAL SKILLS**

**Functional Competencies:**

Product Strategy & Insights | Data Analysis & Big Data Management | Reporting & Insights Communication | Competitive Analysis & Market Research | Collaboration with Cross-functional Teams | Problem Solving & Reasoning | Web Scraping | Capital Allocation Strategy Support | Technology Development & Optimization

**Technical Tools:**

SQL | Python | SPSS | Minitab | JIRA | Confluence | Microsoft Project | Tableau | Power BI | App Store Analytics & Product Research Tools | Advanced proficiency in MS Office (Excel, Word, PowerPoint, Outlook) | Slack | Microsoft Teams | Zoom

**Work Experience**

**Unlimited Greens**

**Business Analyst**

* Significantly increased sales by 25%, optimized business processes using SQL and Python data analysis, improving accuracy to target customers by 20%.
* Produced 15+ interactive dashboards and visualizations using Tableau and Excel, leading to a30% 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 20+ ad hoc reports, which improved operational efficiency by up to 15%. Led an Agile/Scrum project delivery for 5+ cross-functional teams.
* **Supported development of 10+ test plans**, applying use cases, user stories, and activity diagrams to validate system functionality and improve testing accuracy by 20%.
* **Facilitated requirement gathering sessions with 15+ stakeholders**, aligning business objectives and project goals. Improved cross-functional communication and reduced delivery misalignment by 25%.

**Projects**

[**1) Data Visualization**](https://github.com/Sukhman-10/Projects/blob/0119475443a7dfb5b6be26dc5ea9e23be46ce624/2655175_Data%20Visualisation.pdf) **for NHS**

Created 2 Tableau dashboards by blending inconsistent datasets with calculated fields, enabling insights that guided healthcare resource allocation, funding prioritization, and strategic infrastructure planning decisions.

[**2) Retail Sale Analysis (SQL)**](https://github.com/Sukhman-10/SQL_Retail_Sales/blob/f9bc7dcc9e143b09afb5a0f1187b278ab39525c9/README.md)

Performed end-to-end retail sales analysis using SQL (JOIN, GROUP BY, etc.) to uncover insights, driving decisions on the top beauty category, target age group, peak hours, and seasonal sales trends.

**3**[**) Applied Analytics for Operations, Supply Chain, and Management**](https://github.com/Sukhman-10/Projects/blob/c1f73ccc531f90c0dd17889caa45afca6d77ebd2/2655175_Applied%20Analytics%20for%20Operations%2C%20Supply%20Chain%20and%20Management_Assignment(1).pdf)

Analyzed 12-month financial trends, used interpolation and moving averages to address missing data, achieving 90% forecast accuracy, reducing stockouts by 15%, and optimizing inventory planning through detailed feedback reports.

**4) Customer Segmentation and Sales Performance Analysis of Superstore Data**

Analyzed Superstore sales data using SPSS and Tableau; used descriptive stats, T-tests, clustering, and factor analysis to reveal key patterns, guiding strategic decisions on marketing, segmentation, and product focus.

**5) Created a workflow for the self checkout terminal**

Created a detailed flowchart in Pencil for a Self Checkout Terminal by mapping user stories, processes, and edge cases; refined through feedback, enhancing stakeholder clarity and guiding UX-focused development decisions.

**Education**

**University of Birmingham**

**Master’s in Business Analytics**

Highlight: Took an additional modules with a focus on predictive modelling, business case studies and technical skills like SQL, Python, Power BI and Tableau.

**Doon Business School**

**Bachelor’s in Business Administration (Major: Marketing)**

Highlight: Specialized in Marketing, Finance and Accounting principles. Tool additional module for Digital Marketing and Project Management.

**Courses and Certifications**

* Python Foundations for Data Analyis & Business Intelligence (Udemy, March 2024)
* My SQL for Business Analytics and Business Intelligence (Udemy, April 2024)
* Data Analysis in Excel (Datacamp, April 2024)
* Creating Dashboards in Tableau (Datacamp, April 2024)
* [The Complete Digital Marketing Course - 12 Courses in 1](https://www.udemy.com/course/learn-digital-marketing-course/) (Udemy, December 2023)
* Intermediate SQL (Datacamp, April 2024)
* Introduction to Python (Datacamp, October 2023)
* Data Preparation in Excel (Datacamp, April 2024)

**Key Reward and Recognitions**

* **Revenue Growth Leader:** Recognized for driving a 25% increase in overall sales by leveraging SQL and Python for deep customer analysis and behavior prediction earning a ‘Performance Excellence’ recognition.
* **Streamlined Supply Chain Process:** Recognized for identifying inefficiencies in the plant procurement workflow, resulting in a 25% reduction in delivery delays.
* **Customer Insights Dashboard Implementation:** Applauded by leadership for designing a comprehensive customer behavior dashboard that improved targeting accuracy and increased repeat purchase rate by 15%.
* **Data-Driven Decision Making:** Commended for introducing data visualization tools and KPIs that enabled management to make quicker, insight-backed business decisions.
* **Predictive Analytics Contributor:** Noted for applying statistical modeling and machine learning to forecast demand and customer behavior trends, enhancing planning accuracy.
* **Process Automation Initiative:** Recognized for automating manual inventory tracking processes, reducing human error by over 30% and freeing up team resources.
* **Market Expansion Support:** Played a critical role in data modeling and feasibility analysis that supported the successful launch of operations in two new cities.