

# Monarch Baweja

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## PROFESSIONAL SUMMARY

A highly accomplished professional with a proven track record of leveraging data-driven insights to optimize operations, increase efficiency, and fuel strategic decision-making. Possesses extensive expertise in Data Analytics, Machine Learning, and Python/SQL programming. Successfully led cross-functional teams and consistently exceeded client expectations with innovative solutions.

## EDUCATION

SRM Institute of Science and Technology, India | *B.Tech in Computer Science and Engineering*

Sep 2020

## TECHNICAL SKILLS

**Languages:** Python, ETL

**Data Mastery:** Pandas, NumPy, SQL, Jira, Advanced Excel(VBA, Add-ins)

**Visualization:** Matplotlib, Seaborn, Plotly, Power BI, Tableau

**Machine Learning:** Scikit-learn, Pyspark, XGBoost, LightGBM, TensorFlow, Statistics, Keras, NLP, Deep Learning.

## CERTIFICATIONS

- Data Analytics Consulting Virtual Internship (KPMG) August 2023
- Programming for Everybody (Python) - University of Michigan by Coursera May 2018

## PROFESSIONAL EXPERIENCE

### Data Analyst, Freelancing

August 2023 - Current

- To enhance engagement and understanding, I developed an interactive dashboard using visualization tools like **Power BI**, enabling client to interact with and explore the data.
- Meticulously collected data from prominent social media platforms, ensuring a diverse dataset with geolocation information for regional insights.
- Identified and curated data related to noteworthy real-world events occurring during the project timeline, ensuring a comprehensive representation of diverse occurrences.
- Utilized **advanced Excel features** to enhance data analysis, ensuring the platform's effectiveness in delivering meaningful customer segmentation and business insights.
- Designed and implemented interactive **Power BI dashboards**, incorporating dynamic visualizations such as scatter plots, heatmaps, and trend lines to provide actionable insights for strategic decision-making.

### Data Analyst, Nexval Infotech, Kolkata, West Bengal

May 2021 - June 2023

- Analyzed sales data to identify trends, forecast future sales, and provide actionable insights to improve performance.
- Developed and Deployed Interactive Sales Dashboards Using **SQL**, **Python**, and **Power BI** to Enhance Business Insights.
- Segment customers based on their behavior and demographics to tailor marketing strategies and improve customer retention.
- Executed Customer Segmentation Using Clustering Algorithms in Python, Enhancing Targeted Marketing Strategies.
- Designed Comprehensive Customer Profile Dashboards in **Tableau** to Support Data-Driven Decision Making
- Assess financial risk by analyzing credit scores, loan repayment histories, and other financial metrics to support decision making in lending.
- Created Dynamic Financial Risk Visualizations in Power BI to Aid in Credit Risk Management and Reporting
- Spearheaded the development of a comprehensive Customer Segmentation and Insights Platform and **Leveraged advanced SQL queries** to extract valuable data from diverse sources, ensuring a comprehensive understanding of customer behavior and preferences.

## OTHER PROJECTS:

- Led an extensive Data Analytics initiative to glean actionable insights into market dynamics, orchestrating the **integration of SQL queries** for efficient data extraction and manipulation.
- Employed advanced **statistical techniques**, including multivariate analysis and time-series modeling, coupled with **predictive modeling** in tools such as Power BI and Excel, to uncover nuanced patterns and forecast market trends.