

Deepak Srivastava

Data Analyst

+91 8543988044

 dsrivastava1051@gmail.com

 <https://www.linkedin.com/in/deepak--srivastava>

Professional Summary

- Data Analyst with 6 years of IT experience out of which 3+ Years of experience in SQL, Power BI, and Python.
- Specialized in e-commerce and banking domains, analyzing customer and business data.
- Proficient in crafting complex SQL queries for informed decision-making.
- Expert in KPI identification, formulation and dashboard development on Power BI.
- Experience in team management and mentoring, fostering a collaborative and high-performing environment.
- Demonstrates excellent communication skills in client engagements with Bank of Ireland, office-depot, Amazon, E-Bay.

Technical Skills

- **Programming Languages:** SQL, Python, PL-SQL, ETL
- **Data Visualization:** Power BI, Excel
- **Database Management:** SQL Server, MySQL, Oracle
- **Business Intelligence:** Dashboard Development, DAX, Visualizations, KPI Identification, Statistical Analysis, Data Cleaning, Power Query editor, Data Transformation
- **Domain Expertise:** Banking, Ecommerce

Professional Experiences

JAN 2018 – PRESENT | **HCL Technologies – DATA ANALYST**

Project: Bank of Ireland / Banking (Dec 2021 - Feb 2024)

Role: Data Analyst

Responsibilities:

- Spearheaded a project to analyze and segment banking customers based on their transaction history, leading to targeted marketing strategies and personalized services.
- Employed advanced SQL queries to extract and transform data from various sources, ensuring data accuracy and reliability.
- Developed and maintained database tables, views, stored procedures, and functions.
- Collaborate with database team in SQL queries, joins, sub queries and aggregation and window functions.
- Conducted profitability analysis for different banking products, contributing to the optimization of product offerings and pricing strategies.
- Utilized Python for data cleaning and preprocessing, streamlining the analysis process.
- Implemented automated Power BI dashboards, providing stakeholders with visually appealing and interactive reports.
- Created interactive Power BI reports and dashboards using features such as Data Blending, Calculations, Filters, Actions, and Parameters.
- Developed measures and calculated columns using DAX functions in Power BI tabular model.
- Trained 6+ Fresher's on Power BI and made them ready for different projects.

Project: Office Depot / E-Commerce (Oct 2020 - Dec 2021)

Role: Sr. Analyst

Responsibilities:

- Led the development and implementation of an analytics platform for a major ecommerce client, facilitating real-time insights into customer behavior, transaction patterns, and product performance.
- Provided support to clients in understanding and manipulating data to obtain value through SQL and ETL technical processes and visual analytic tools.
- Created stored procedures, triggers, tables, views and functions using PLSQL.

- Utilized SQL to design and optimize database structures, enabling efficient data retrieval and analysis.
- Utilized features like Row Level Security (RLS), incremental refresh, embedded codes, parameters, Appends, merge, filtering, referencing, and duplicating tables in the query editor.
- Set up push email notification and scheduled custom refresh time using Power Automate.
- Collaborated with cross-functional teams to identify key performance indicators (KPIs) and deliver actionable recommendations to improve sales and user experience.
- Implemented automated Power BI dashboards, providing stakeholders with visually appealing and interactive reports.

Project: eBay (Jan 2018 - Oct 2020)

Role: Analyst

Responsibilities:

- Provided technical support and guidance to customers via email to troubleshoot issues related to listings, payments, and account management
- Resolved customer inquiries, concerns, and complaints related to eBay transactions, policies, and procedures in a timely and professional manner to ensure a positive customer experience.
- Assisted with the installation, configuration, and maintenance of eBay mobile applications, seller tools, and buyer features to meet user needs and drive engagement on the platform.
- Escalated complex technical issues to specialized support teams for further investigation and resolution, ensuring timely resolution and customer satisfaction.
- Developed and maintained technical documentation, knowledge base articles, and troubleshooting guides to facilitate self-service support options for users and internal teams.

Educational Background

- **2017 - 2019** | **Integral University, Lucknow-UP**
MBA - Distance *Finance*
- **2014 - 2017** | **Lucknow University, Lucknow-UP**
B.Com *Economics*
- **2013 - 2014** | **Kendriya Vidyalaya, Gonda-UP**
Intermediate (12th) *Commerce*
- **2011 - 2012** | **Kendriya Vidyalaya, Gonda-UP**
High-School (10th) *General*

Trainings & Certifications

- Udemy: SQL - MySQL for Data Analytics and Business Intelligence
- Udemy: Microsoft Power BI Desktop for Business Intelligence
- Udemy: The Complete Python Boot camp From Zero to Hero in Python

Awards & Achievements

- HCL - 'Ultimate Contributor', March 2023
 - HCL - 'Star Performer' in Annual Appraisal 2020
 - HCL - 'Employee of the Month', October 2018
-