Deepti Yadav

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SKILLS

- SQL • Power BI • DAX • Advanced Excel • Problem Solving • Good Communication

EXPERIENCE

Sales Performance Analyst [Excel] – Live Dashboard

- Executed in-depth analysis using Excel, revealing crucial insights into profit, revenue, customer behavior trends, top products, and age groups as a **freelance** sales performance analyst.
- Proactively provided insights into key performance metrics, facilitating data-driven decisions, optimizing sales strategies, and elevating overall business performance.
- Generated 2 dashboards, catalyzing a **3%** surge in sales and propelling a **5%** increase in profit, fortifying market standing and financial results.

PROJECTS

Music Store Sales Analysis [PostgreSQL] Project

- Conducted comprehensive analysis of music store data to extract valuable insights for decision-making.
- Engineered SQL Queries for the sales team, extracting insights from customer's choices and purchases.
- Showcased insights on 10 business requests which potentially increased overall sales by approximately **10 %.**

Hospitality Analysis – Hotel Chain Business [Power BI] Live Dashboard | Video Presentation

- Created a dynamic Power BI dashboard by analyzing **3 months** of hotel and booking data, diagnosing factors contributing to the decline in market share and revenue as AtliQ Grands.
- Equipped the Revenue Team with actionable insights derived from the customized dashboard, predicting a swift **15%** rebound in both revenue and market share.
- Utilized Data Analysis Expressions **(DAX)** to develop advanced calculations and metrics, enhancing the accuracy and granularity of insights.

Operation Analysis – Bus Transportation [Excel] Live Dashboard

- Customized an interactive and dynamic Excel dashboard, uncovering operational trends such as the busiest route and the least busy, along with peak and off-peak hours.
- Delivered actionable insights on bus utilization rates prompting targeted efficiency improvements by **20%** in service delivery.

Profit and Loss Analysis – E-commerce Company [Excel] Live Dashboard

- Tailored the dynamic Excel dashboard and performed a thorough analysis of e-commerce sales data, unearthing vital insights into revenue streams and profitability.
- Identified key drivers of revenue, enabling strategic allocation of resources and targeted marketing efforts for optimized sales outcomes.
- Provided insights for informed decision making which resulted in increased operation efficiency by **15%** and sales by **6%**.

Shipping Operation Analysis – Supply Chain Company [Excel] Live Dashboard

- Crafted a dynamic Excel dashboard to analyze shipping operation data, and derived insights into salesperson performance and cost of operation.
- Utilized data-driven analysis to identify pivotal factors influencing product sales and shipping trends.
- Empowered cross-functional teams with actionable insights, and improved shipping process and performance by **3%**.

EDUCATION

- M.Tech: Computer Science, Dr. APJ Abdul Kalam Technical University, Lucknow
- B.Tech: Computer Science, Uttar Pradesh Technical University, Lucknow