**Deepti Yadav**

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# SKILLS

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

# EXPERIENCE

**Sales Performance Analyst [Excel] –** [**Live Dashboard**](https://onedrive.live.com/personal/a0ce210f2d0edf6b/_layouts/15/Doc.aspx?resid=A0CE210F2D0EDF6B!s845ee8aa6a96453ab443d34c7ddf5d02&cid=a0ce210f2d0edf6b&migratedtospo=true&app=Excel)

* 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**](https://github.com/YadavDeepti/Music_store_project_SQL)

* 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**](https://lnkd.in/gDtEDhzq) **|** [**Video Presentation**](https://www.linkedin.com/feed/update/urn:li:activity:7192956940933566464/)

* 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 [ExceI]** [**Live Dashboard**](https://onedrive.live.com/personal/a0ce210f2d0edf6b/_layouts/15/Doc.aspx?resid=A0CE210F2D0EDF6B!s19478192197d4e7b986164eceb468b6a&cid=a0ce210f2d0edf6b&migratedtospo=true&app=Excel)

* 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 [ExceI]** [**Live Dashboard**](https://onedrive.live.com/personal/a0ce210f2d0edf6b/_layouts/15/Doc.aspx?resid=A0CE210F2D0EDF6B!sc892d0ac025446089ea2e467888d2df9&cid=a0ce210f2d0edf6b&migratedtospo=true&app=Excel)

* 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 [ExceI]** [**Live Dashboard**](https://onedrive.live.com/personal/a0ce210f2d0edf6b/_layouts/15/Doc.aspx?resid=A0CE210F2D0EDF6B!s24367810ed0743379241731738d89853&cid=a0ce210f2d0edf6b&migratedtospo=true&app=Excel)

* 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