

Yugal Soni

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PROFILE

MSc Business Analytics graduate from the University of Leeds, targeting roles in Business and Technical Analysis. Skilled in SQL, R, Python, Power BI, and data visualisation. Experienced in analysing business data, recognising performance trends, and presenting insights that drive decision-making. Strong understanding of agile methodologies, system design principles, and requirement documentation within collaborative environments.

EXPERIENCE

Cyperts Digital Solutions Pvt. Ltd., India

Business Development Executive

(Jan 2023 – Feb 2024)

- Generated ₹25 Lakhs+ (~£25K) in revenue from UK & US clients through analytics-driven targeting.
- Processed and analysed 200+ B2B leads daily using SQL and Excel, optimising data accuracy and conversion rates.
- Designed interactive financial dashboards in R and Power BI to support data-driven consulting decisions.
- Collaborated cross-functionally with tech and sales teams to translate analytical findings into actionable insights.
- Applied Agile practices for client project coordination, including sprint planning and reporting.
- Increased campaign response rates by 18% through evidence-based email marketing with Zoho & Salesforce.

EDUCATION

MSc Business Analytics & Decision Science – University of Leeds

(Sept 2024 – Sept 2025)

Key modules: Forecasting & Advanced Analytics, Quantitative Analysis, Business Decision Science, Data Visualisation, Evidence-Based Consultancy

BBA (Finance) – MIT World Peace University, Pune, India

(Jun 2019 – May 2022)

CGPA: 9.05 / 10

SKILLS

- **Technical Skills:** SQL, R, Python, Power BI, Tableau, Advanced Excel, Forecasting, NLP, Regression, Time Series, Multi-Criteria Decision Analysis (MCDA), Salesforce, Zoho CRM, SPSS, Jupyter Notebook, GitHub, Canva.
- **Business & Functional Skills:** Agile (Scrum, Kanban), Storytelling, Requirement Gathering, Technical Communication, XML & JSON (basic understanding), System Design Awareness, MS Office Suite
- **Soft Skills:** Analytical thinking, Collaboration, Adaptability, Critical reasoning, Clear communication, Presentation skills, Continuous learning, Creativity in problem-solving.

PROJECTS

- **Forecasting & Sentiment Analysis (R):** Forecasted US Personal Consumption Expenditure using ARIMA and conducted sentiment analysis on 2,000 hotel reviews to identify satisfaction drivers.
- **Counterfeit Product Detection (Python):** Built an SVM model (94% accuracy) using TF-IDF and metadata to detect fake reviews.
- **Dissertation – Public Perception of Cryptocurrency in Real Estate:** Conducted 20 interviews and analysed qualitative data to identify adoption barriers and trust factors.

ACHIEVEMENT

- National-level skating Gold Medalist.
- Certified with Tally ACE, PRO and Advanced Certificate.

CERTIFICATES

- **Google Data Analytics Professional Certificate – Coursera** (In Progress, Expected Completion: Nov 2025)
- **PCAD (Python Certified Associate Developer) – Preparation Ongoing**
- **English for Business and Entrepreneurship – University of Pennsylvania (Coursera), 2024**