DEEPAK YADAV

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SUMMARY

Analytical and detail-oriented Data Analyst with a strong background in data interpretation, reporting, and automation. Proficient in SQL, Excel, and Tableau to drive informed decision-making. Adept at identifying trends and optimizing business strategies.

SKILLS

SQL: Data types, Queries, Aggregate functions, Subqueries, Joins, CTEs, Window functions
POWER BI: Data Reporting, DAX, Data Modelling, Data Cleaning, ETL
ADVANCED EXCEL: Count if, Sum if, VLOOKUP, Index, Match, Macros, Pivot Table, Pivot Charts
PYTHON: Pandas, NumPy, Matplotlib, Seaborn
WEB DEVELOPMENT: HTML, CSS

WORK EXPERIENCE

IIT ROORKEE

06 2023 – 07 2023

Data Science Intern and Trainee — *Roorkee, India*

- Developed dynamic data visualizations in Python, enhancing data interpretation and decision-making efficiency.
- Improved operational performance by 17% through real-time data streaming and principal component analysis (PCA).
- Increased target marketing effectiveness by 37% using advanced segmentation models and predictive analytics.
- Optimized large-scale data processing in Jupyter Notebook, boosting efficiency by 31% through automation and streamlined workflows.

CETPA INFOTECH PVT.LMT

02 2024 – 7 2024

Data Analyst Intern and Trainee — *Noida, India*

- Analysed 1,000+ new customer records to identify trends, improve decision-making, and enhance business strategies.
- Reduced dataset errors by 20% using Power Query for efficient data cleaning and pre-processing.
- Designed 15+ interactive charts and dashboards to simplify complex data and improve visualization.
- Leveraged data analysis techniques to uncover actionable insights, optimizing operational efficiency.

EDUCATION

BTECH in COMPUTER SCIENCE ENGINEERING

09 2020 – 06 2024

Chaudhary Charan Singh University Meerut, U.P.

PROJECTS

BANK CHURNERS ANALYSIS: By using MYSQL

- SQL to analyse customer interactions, including support calls, branch visits, and their impact on churn rates.
- Executed SQL queries to assess churn rates across different account types, identifying key patterns and trends.
- Discovered that customers aged 18-25 had the highest churn rate (23%), while those aged 45-54 had the lowest (14%), aiding targeted retention strategies.
- Provided actionable insights to enhance customer engagement and reduce churn through data-driven decision-making.

E- Commerce Sales Analysis: By using EXCEL

- Conducted comparative analysis of current and past sales data to assess growth trends and identify declines.
- Segmented sales data by categories to determine top-performing products and revenue-driving factors.
- Developed interactive visualizations using charts and graphs to showcase sales distribution across regions.
- Provided data-driven insights to enhance sales strategies and improve overall business performance.