

Anjali Data Analyst

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PROFILE

Data Analyst experienced in delivering insights across FMCG, retail, and e-commerce. Proven ability to design scalable data solutions, optimize business performance, and support decision-making through advanced analytics. Skilled in **SQL, Python, BigQuery and excel** with expertise in campaign measurement, revenue growth modeling, and automation. Strong record of stakeholder engagement, operational improvements, and client-ready storytelling. Excited to apply analytics expertise to complex challenges in healthcare and public sector consulting.

SKILLS

Tools & Technologies: SQL, Python, Power BI, Excel, BigQuery

Analytics & BI: Data Visualization, KPI Dashboarding, Report Automation, Trend & ROI Analysis, Campaign Performance Measurement

Tech & Systems: Data Transformation, ETL Pipelines, Workflow Automation, Dashboarding Systems, Campaign Analytics, ROI Tracking

Visualization Tools: Excel Dashboards, Storytelling through Presentations (PPT), Stakeholder Reports & Insights

Soft Skills: Data Storytelling, Client & Stakeholder Collaboration, Business Communication, Agile Project Management, Cross-functional Coordination

EXPERIENCE

Data Analyst, *Skewb Analytics*

Jan 2024 – present

- Partnered with cross-functional teams across FMCG, Retail, and Banking to define KPIs across D2C, B2B, and B2C businesses.
- Built SQL pipelines on BigQuery integrating data from Amazon, Flipkart, Blinkit, Nykaa, Purple, and others, reducing manual reporting effort by 50%.
- Designed profitability dashboards (CM1, CM2, ROI, campaign performance) that enabled leadership to track performance and drove a 10% revenue uplift.
- Supported development of Revenue Growth Management (RGM) frameworks, combining pricing, sales, and media data for FMCG clients.
- Automated reporting workflows and QC checks, cutting turnaround time by 50% and ensuring audit-readiness.
- Delivered stakeholder-ready reports & presentations, simplifying insights into actionable recommendations.
- Mentored new analysts and collaborated with product owners to align KPIs with business strategy, boosting team efficiency by 30%.

Data Visualization Trainee, *Forge*

Jul 2023 – Aug 2023

- Developed Power BI dashboards showcasing HR & sales KPIs, strengthening leadership's ability to track workforce and sales trends.
- Enhanced data storytelling through visual narratives with actionable insights.

Web Development Intern, *Internshala*

Jun 2022 – Aug 2022

- Built and maintained responsive web applications ensuring usability and scalability.
- Collaborated with technical teams to deliver client-facing solutions.

PROJECTS

Loan Prediction System Using Machine Learning

- Developed an end-to-end ML pipeline using Logistic Regression for loan approval prediction.
- Applied data preprocessing, feature engineering, and model evaluation (accuracy, ROC-AUC).
- Built the system in Python (Scikit-learn) and deployed using Streamlit for interactive use.

Bank Management System using SQL

- Developed an end-to-end solution for transactions, account management, and automated reporting.

HR Analytics Dashboard

- Designed an interactive attrition dashboard analyzing trends by department, age, education, job role, and gender.
- Delivered insights that supported workforce planning & retention strategies.

EDUCATION

10th, Saraswati Vidya Mandir Sr. Sec. School, Rohtak

2016 – 2017

12th, Mata Kasturi Devi Sr. Sec. School, New Delhi

2018 – 2019

B.Tech (CSE-AI ML), Noida Institute of Engineering and Technology

2020 – 2024

- Member of EmergeX Club, led events/workshops, improving student engagement by 30%.

CERTIFICATES

- Introduction to Data Analysis using Microsoft Excel(Coursera)

- Introduction to NoSQL Databases(Coursera)

- Machine Learning with Python (with Honors), Coursera

- Machine Learning Foundations: A Case Study Approach(Coursera)

ACHIEVEMENTS

- Reduced manual reporting effort by 50% through pipeline automation and process optimization.
- Improved reporting accuracy and timeliness for key clients, driving measurable business insights.
- Recognized for client-ready storytelling, automation ownership, and cross-functional collaboration.