MUSKAN

Business Intelligence Analyst | Data Analyst & Visualization

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Berlin, DE

SUMMARY

I am a Business Intelligence Analyst with over three years of experience in data analytics and visualization. I excel in using tools such as Python, Power BI, and SQL to drive strategic decisions and significantly improve operational efficiency. As a team leader, I have successfully guided cross-functional groups in delivering data-driven solutions that align closely with strategic objectives. Currently, I am enhancing my expertise through a Master of Science in Data Science at IU Internationale Hochschule, Berlin.

EXPERIENCE

Senior Business Intelligence Analyst

Grand View Research

01/2022 - 01/2024 | India

- Developed interactive analytics dashboard using open source python library DASH, improving data accessibility and real-time insights by 35%
- Developed ETL pipeline using Python, automating data processing, cleaning, and transformation, reducing data processing time by 50%, and uploaded refined data to AWS RDS database
- Created Power BI dashboards for user behavior analysis, website analytics and sales funnel visualization, improving data-driven decision-making by 40%
- Enabled cost-effective cross-platform integration using webhooks and the HTTP module, reducing integration costs by 25%
- Automated manual processes with Make.com and Zapier, reducing errors and costs by 20%, while implementing email automation that increased newsletter sign-ups by 15% and developed personalized campaigns that boosted user engagement by 35%
- Improved data quality by automating enrichment using SalesQL, increasing accuracy and completeness by 30%, and validated 500+ emails and phone numbers.
- Managed cross-functional teams of 4 analysts to deliver comprehensive service, visualizing over 10 million data points monthly, increasing productivity by 25%, and providing training on Power BI and data modeling best practices

Associate-Business Intelligence Analyst

Grand View Research

01/2021 - 01/2022 | India

- Collaborated with the research team to integrate raw data using SQL and ETL processes, and cleaned, transformed, and modeled datasets using Python, resulting in a 50% reduction in data processing time and improved data accuracy
- Streamlined data collection by automating web interactions and web scraping with Python and Selenium
- Developed and maintained over 150+ interactive Power BI dashboards to monitor and report on key performance indicators (KPIs)
- Utilized advanced DAX formulas, Power Query transformations, and data visualization techniques to enhance decision-making capabilities
- Implemented automation solutions using Make.com streamlining business processes and reducing manual task time by 50%

Data Analyst Intern

Skillate

09/2020 - 11/2020 | India

- As a part of the AI team, I collaborated with team members to clean and prepare data for use in natural language processing (NLP) applications.
- Identified and resolved data quality issues, performed data transformations, and ensured proper data formatting for use in downstream models.
- Utilized MS Excel for data analysis, generating pivot tables, calculating summary statistics, and identifying trends to deliver valuable insights to stakeholders

LANGUAGES

English
Native

German
Intermediate

EDUCATION

Master of Science in Data Science

IU Internationale Hochschule

04/2023 - Present | Berlin, DE

Bachelor of Technology

Dr. A.P.J. Abdul Kalam Technical University

08/2016 - 09/2020 | India

SKILLS

Numpy | Pandas | Data Visualization | Microsoft Power BI | MatplotLib | Python | SQL | DAX | DASH | Selenium | ETL | Process Automation | Beautifulsoup | Data Manipulation | MS Word | MS Powerpoint | KPI | Data Mining | Tableau | Statistical Analysis | Data Extraction

SEMESTER PROJECT

Automation of Standby Duty Planning for Rescue Drivers via a Forecasting Model

Developed a predictive model to assist the Human Resources department in accurately forecasting the daily requirement for standby rescue drivers. The model aimed to optimize resource allocation, improve response times, and reduce operational costs by predicting the number of drivers needed.

- Enhanced Resource Allocation: The model improved the accuracy of standby driver predictions by 30%, significantly reducing instances where the demand exceeded supply
- **Tools & Technologies**: Python, Pandas, Scikit-Learn, XGBoost, Matplotlib, Seaborn, Jupyter Notebook

PASSIONS

Data Analysis

Passionate about leveraging data to gain insights.

Data-Driven Storytelling

Engaged in transforming complex data into compelling and actionable narratives.

Continuous Learning

Constantly seeking new knowledge in the fields of data science and business intelligence.