

# Ayush Singh

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Detail-oriented data enthusiast with 1.6 years of experience in successful data migration project as a Programmer Analyst. Proficient in SQL, Power BI, Python, Excel and other data tools. I am poised to contribute to impactful data analysis projects. Possessing a strong background in statistical analysis, Problem-Solving, data visualization, and data-driven decision-making.

## SKILLS

**Programming** – SQL, Python

**Visualization** - Power BI, Excel

**Analytics** –SQL, Excel, Pandas, DAX, Power Query

**Database and Data warehouse** - MS SQL Server, Snowflake

**Other tools & skills** - ETL, SSIS, Data Modeling, Data Warehousing, Azure, Jira/Confluence, Machine Learning

## WORK EXPERIENCE

### Cognizant

06/2022 – Present

#### Programmer Analyst – CIMS Migration Project

10/2022 – 11/2023

- Analyzed and validated complex fact, ref, and dim tables having **complex joins**.
- Handled large and complex Datasets (about **20 million** records).
- Gained experience in **handling** and maintaining **relationships with clients (Nike)** with successful outcomes.
- Designed and created multiple **SQL queries** for different methods in the **Data Validation** process. Validated around 100+ tables, rectifying defects promptly using **JIRA** as a tracker before the given timeframe.
- Led a team of **8 members**, realizing a **20%** increase in efficiency, accuracy, and a **20%** reduction in task timelines.
- Conducted analysis and validation of data migrated from legacy (**MS SQL Server**) to the new system (**Snowflake**) using tools like **MS SQL Server**, SQL, Snowflake, and **Excel** (Vlookup, Xlookup, Pivot table, Conditional formatting, etc)
- Sound knowledge of **Scrum Methodologies**, utilizing tools such as **JIRA/Confluence** board for support activities.

#### Programmer Analyst – MDF Migration Project

06/2022 – 10/2022

- Analyzed Facts, Dimensions, and exported **SSIS packages**.
- Completed and managed documents of STMs and volumetrics for Import, Staging, and load packages of facts and dimensions.
- Created and managed **30%** of the ETL (Extract Transformation and Load) and STMs (Sources to Target mapping) documentation.

## PROJECTS

### CodeX Market Analysis

- Analyzed survey data around **10k records** from 10 Indian cities to provide demographic, consumer, and competitive insights for CodeX, a frictional German beverage company.
- Used **data analytics (SQL, Python, Excel, Power Query)** and visualization tools (**Power BI**) to perform **EDA** and to create reports and recommendations for marketing and product development strategies.
- Contributed to increasing brand awareness, market share, and purchase behaviour of CodeX's energy drink.

### SQL Data Analysis

- **SQL** Case study challenge was to scrutinize customer visitation patterns, and spending habits, and pinpoint preferred menu selections.
- Gaining a deeper understanding of his customers, answering business questions that aimed to provide a personalized experience, and making informed decisions about expanding his customer loyalty program using SQL concepts like **JOINS**, **CTE**, **Window Function**, **conditional statements** etc.

### Bicycle Sales Analysis

- This Power BI project highlighted the significance of **data preparation, transformation (Python, Power Query)** and **data modelling (Power Pivot)** thoughtful visualization design, and collaborative sharing.
- Creating a comprehensive **Power BI report and dashboard** for a fictional bicycle company to provide valuable insights into **sales, profit, revenue**, and other relevant metrics.

## CERTIFICATIONS

- **Microsoft Certified Power BI Data Analyst Associate**
- **Microsoft Azure Fundamental**

## EDUCATION

B. Tech Bioinformatics (2018 – 2022) Amity University, Noida (8.4 CGPA)