DATA ANALYST/ BUSINESS ANALYST

DEEPANJALI SINHA

sinhadeepanjali16@gmail.com
https://deepanjalisinha.github.io/portfolio/
www.linkedin.com/in/deepanjali-sinha-1b1055220
Mumbai, Maharashtra 400093

SKILLS

TECHNICAL SKILLS
SQL, R , Python, A/B Testing, Statistics, Statistical Data Analysis, Data Visualization, Data Preparation and Interpretation, HTML, CSS, JavaScript, Java

TOOLS/PLATFORMS
Google Cloud Platform (Vertex AI & BigQuery), Tableau, SAS VA, PowerBI, Looker Studio, Amazon Redshift, Excel, MySQL, Canva, WIX , PowerPoint, Android Studio

UI/UX
UI/UX Analysis, Designing, Prototyping, Figma

SOFT SKILLS
Adaptability, Teamwork, Active Listener, Presentation, Decision-Making, Analytical Thinking

EDUCATION

MBA BUSINESS INTELLIGENCE AND ANALYTICS – SVKM's NMIMS MPSTME – Mumbai, Maharashtra — May 2025
Major: Business Intelligence and Analytics, Minor: Finance, CGPA: 3.77/4

BTECH INFORMATION TECHNOLOGY – SVKM's NMIMS MPSTME – Mumbai, Maharashtra — May 2025
Studied: Web Development, Human Computer Interaction, CGPA: 3.77/4

WORK EXPERIENCE

ANALYST INTERN – Shoppers Stop Limited **–** Mumbai, Maharashtra — May 2024 – September 2024
- Handled data migration and automation of daily/monthly business processes which includes scheduled tasks and analytical models.
- Working with the GenAI model from the Vertex AI model gallery to generate customer summaries for use by personal shoppers.
- Conduct analysis and interpretation of IT ticket data, to derive insights and support the IT team in better understanding of the major issues raised and their priorities.
- Working on JSON-based data pipelines (ETL) and converting them to SQL /Procedures in BigQuery to ensure streamlined data processing workflows in GCP.
- Reviewing and testing existing and planned apps to ensure all the functionality for the stakeholders, and communicate feedbacks to vendors.
- Working on BI platform to create the dashboard for analyzing and visualizing customer interaction with a new website.
- Working on tools like Vertex AI/Jupiter Notebook, BigQuery, PoweBI, Redshift and Excel.

UX DESIGNER – Freelance **–** Work from Home — July 2023 – August 2023
- Engaging in design strategizing, ideation and designing mockups.
- Creating prototype to establish logical flow across website, making more adaptable and interactive for young age students
- Worked on tools like Canva and Figma.

UI/UX DEVELOPER INTERN – STEPapp: Eduisfun Technologies Pvt. Ltd **–** Mumbai, Maharashtra — May 2023 – July 2023
- Designing mockups and prototype for new courses, and brochures & banners for marketing campaigns on different platforms.
- Developing and revamping websites, improving its navigation, experience, and adaptability.
- Worked on tools like Figma, Adobe Photoshop, Canva, Wix and Elementor.

PROJECTS

BREW HEAVEN DATA DIVE – Capstone Project **–** Case Study, Coursera — June 2024
- Using coffee shop sample data from Kaggle to perform analysis and visualization for company's monthly sales.
- Compiled the findings and insights using tools like Big Query and Tableau in the form of Case Study.

BPD AND COEXISTING MENTAL DISORDERS – Capstone Project **–** Academic **–** Mumbai, Maharashtra — March 2024
- Training models that can classify text-based data to identify mental disorders like Stress, Anxiety, Depression and BPD.
- Comparative studies on different models and finding correlations between these mental disorders.

ANALYSIS OF AIRLINE INDUSTRY – Academic Project **–** Mumbai, Maharashtra — December 2023
- Conducted a comparative analysis based on financial ratios of different Indian airlines.
- Using Excel for analysis and compiled the findings and interpretations in the form of a Case Study.

CERTIFICATES , LANGUAGES AND HOBBIES

CERTIFICATES
Data Analytics Specialization Certificate- Google, June 2024
Introduction to Generative AI- Google Cloud Skills Boost, April 2024

LANGUAGES
English
Hindi

HOBBIES
Reading
Designing