DEEPANJALI SINHA

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Skills

CODING LANGUAGES

SQL, R Programming, Python (pandas, NumPy, matplotlib), HTML, CSS, Java, PHP, C & JavaScript, and Mobile App Development (XML & Java)

EXCEL

Tools: Pivot Table, Pivot Chart, VLOOKUP, HLOOKUP, Data Analysis

SOFTWARE

Google Cloud Platform (VertexAl & BigQuery), Oracle MySQL, Looker Studio, Amazon S3 & Redshift, Excel/Spreadsheets, Tableau, SAS VA, IBM SPSS, PowerBi, Figma, Canva, AdobeXD, Wix, Elementor, PhpMyAdmin, PowerPoint and Docs, Android Studio, Visual Studio

UI/UX

UI/UX Analysis, Wireframing, Mockups and Prototyping

SOFT SKILLS

Willingness To Learn, Analytical and Problem-solving Skills, Decision-making Ability and Presentation Skills

Education

MBA BUSINESS INTELLIGENCE AND ANALYTICS – SVKM's NMIMS MPSTME – Mumbai, Maharashtra

Majors: Business Intelligence and Analytics, Minor: Finance, CGPA: 3.77/4

BTECH INFORMATION TECHNOLOGY - SVKM's NMIMS MPSTME - Mumbai, Maharashtra

Studied: Web Development, Human Computer Interaction, CGPA: 3.77/4

SENIOR SECONDARY SCHOOL – Seth M.R Jaipuria School – Lucknow, Uttar Pradesh Studied: Mathematic, Physics, Chemistry, Elective: Biotechnology, Percentage: 92.20

May 2025

May 2025

July 2020

Work Experience

ANALYST - Shoppers Stop Limited - Mumbai, Maharashtra

May 2024 - Present

- Migration and automation of business process, improving its efficiency and effectiveness by 35% through scheduled tasks and enhancement of analytical models.
- Reviewing and testing existing and planned apps to ensure 95% of functionality for the stakeholders, and communicate feedbacks to vendors.
- Working on tools like Vertex Al/Jupiter Notebook, BigQuery, Amazon S3, Redshift and Excel.

UX DESIGNER - Freelance - Work from Home

July 2023 - August 2023

- Engaging in design strategizing and 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, prototype for their new course, 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.

THE EVOLUTION OF MOVIES OVER THE YEARS – Academic Project – Mumbai, Maharashtra

April 2024

- Using movie dataset available on Kaggle.com we analyzed the growth and trends in movie industry.
- Compiled our interpretations and visualization on 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.

Certificates and Hobbies

CERTIFICATESData Analytics Specialization Certificate- Google, June 2024
Introduction to Generative Al- Google Cloud Skills Boost, April 2024

LANGUAGES English Hindi HOBBIES Reading Designing