

DEEPANJALI SINHA

DATA/BUSINESS ANALYST

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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/Sheet, Canva, WIX, PowerPoint, Android Studio

UI/UX

UI/UX Analysis, Designing, Prototyping, Figma

SOFT SKILLS

Adaptability, Teamwork, Active Listener, Presentation, Analytical Thinking

EDUCATION

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

Nov 2020 - May 2025

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

Nov 2020 - May 2025

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/Jupyter Notebook, BigQuery, PowerBI, 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