



Deepanjali Sinha

Data/Business Analyst

 sinhadeepanjali16@gmail.com

 [Portfolio](#)

 Mumbai, Maharashtra

EDUCATION

MBA | Business Intelligence & Analytics

SVKM NMIMS Mumbai, Mukesh Patel School of Technology Management & Engineering, Mumbai | **Nov 2020 -May 2025**

BTech | Information Technology

SVKM NMIMS Mumbai, Mukesh Patel School of Technology Management & Engineering, Mumbai | **Nov 2020 -May 2025**

TECHNICAL SKILLS

- SQL, R & Python
- Statistics & A/B Testing
- Data Analysis, Visualization & Preparation
- Google Cloud Platform
- Tableau, SAS VA, Power BI & Looker Studio
- BigQuery & Vertex AI
- Amazon Redshift
- HTML, CSS & JavaScript
- Excel/ Google Sheets
- PowerPoint/Google Slides
- UI/UX Analysis & Designing
- Figma, Canva, Wix & Elementor

SOFT SKILLS

- Adaptability
- Teamwork
- Active Listener
- Presentation
- Analytical Thinking
- Problem-Solving Skills
- Positive Thinker
- Organizing Skills

HOBBIES

- Reading
- Designing

LANGUAGES

- English
- Hindi (Native)

PROFESSIONAL SUMMARY

A passionate analyst with experience in data analysis, visualization, and process optimization. I am enthusiastic about leveraging my skills to turn data into clear, actionable insights that help in decision-making and create impactful solutions. Actively seeking opportunities to explore, learn and grow.

WORK EXPERIENCE

Analyst Intern

May 2024 – Sept 2024

Shoppers Stop Limited | Mumbai, Maharashtra

- Handled data migration of analytical models to Google Cloud Platform (GCP).
- Automation of daily/monthly business tasks on GCP, reducing process time by 85%.
- 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 on 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, Power BI, Redshift and Excel.

UX Designer

July 2023 – Aug 2023

Freelance | Remote

- Engaged in design strategizing, ideation and designing mockups.
- Created 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

May 2023 – July 2023

STEPapp: Eduisfun Technologies Pvt. Ltd | Mumbai, Maharashtra

- 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

June 2024

- Using coffee shop sample data from Kaggle to perform analysis and visualization for company's monthly sales performance, and predict trends in buying pattern of customers.
- Compiled the findings and insights using tools like Big Query and Tableau in the form of Case Study.

BPD AND Coexisting Mental Disorders

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

Dec 2023

- Conducted a comparative analysis based on financial ratios of different Indian airlines.
- Using Excel for analysis and comprehensive documentation of the findings and interpretations.

CERTIFICATIONS

- Business Intelligence Specialization Certificate | Google, Nov 2024
- Data Analytics Specialization Certificate | Google, June 2024
- Introduction to Generative AI | Google Cloud Skills Boost, April 2024