# DEEPANJALI SINHA

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## **Skills**

## **TECHNICAL SKILLS**

SQL, R Programming, Python (pandas, NumPy, matplotlib), Statistics, Statistical Data Analysis, Data Visualization, Data Preparation and Interpretation, HTML, CSS, JavaScript, Java

Pivot Table and Charts, VLOOKUP, HLOOKUP, Data Analysis

## Education

#### SOFTWARE

Google Cloud Platform (VertexAI & 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 Analysis, Wireframing, Mockups and Prototyping

#### SOFT SKILLS

Willingness To Learn, Analytical and Problem-solving Skills, Decision-making Ability, Teamwork, Active Listener and **Presentation Skills** 

## 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
- 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**

**CERTIFICATES** 

Data Analytics Specialization Certificate- Google, June 2024 Introduction to Generative Al-Google Cloud Skills Boost, April 2024 **LANGUAGES** English Hindi

**HOBBIES** Reading

Designing