

# Deepanjali Sinha

Data / Business Analyst

## About Me


Passionate analyst with experience in data analysis, visualization, and process optimization, driven to deliver impactful solutions. Actively seeking opportunities to explore, learn, and grow.

## Contact

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 Mumbai, Maharashtra, India

 [My LinkedIn Page](#)

 [Behance Portfolio](#)

 [Portfolio](#)

 [Github](#)

## Certifications

- HP Life: Agile Project Management, Aug 2025
- Google Business Intelligence Professional Certificate, Nov 2024
- Google: The Power of Statistics, August 2024
- Google Data Analytics Professional Certificate, June 2024
- Google Cloud Introduction to Generative AI, April 2024
- Google UX Design Professional Certificate, June 2022
- LinkedIn Learning Product Management: Building a Product Roadmap, April 2022
- LinkedIn Learning Excel Essential Training, Dec 2021
- LinkedIn PowerPoint Essential Training, Nov 2021

## Hobbies

- Reading and
- Designing

## Languages

- English and
- Hindi (Native)

## Skills

- **Languages:** SQL, Basic R & Python
- **Tools:** Tableau, Power BI, Looker Studio, Excel/Google Sheet, PowerPoint/Google Slides, Figma, Canva, Wix & Elementor
- **Platforms:** BigQuery, Vertex AI, Amazon Redshift & Google Cloud Platform (GCP)
- **Frameworks/Concepts:** Statistics, A/B Testing, Data Analytics, UI/UX Analysis & Design, Product Roadmaps
- **Soft Skills:** Adaptability, Team Player, Active Listener, Effective Presentation & Documentation

## Experience

### Business Architecture Analyst

Accenture

Aug 2025 - Present

- Designing **workflow digrams** to illustrate business processes
- Collecting **client requirements to understand their needs** and collaborating on solution ideas
- Conducting **business requirement analysis**
- Utilizing tools such as **Draw.io, Microsoft Visio, Excel, and Word.**

### Analyst Intern

Shoppers Stop Ltd.

May 2024 - Sep 2024

- Achieved an 85% reduction in process time by automating daily and monthly **business tasks and migrating analytical models to GCP (using Python and SQL).**
- Streamlined data workflows by converting **JSON-based ETL pipelines into SQL procedures** in BigQuery.
- **Analyzed IT ticket data** to identify major issue trends and developed **dashboards on Power BI** for tracking customer interactions on newly launched websites
- **Worked with GenAI model** (Vertex AI) to generate customer summaries for personal shoppers.

### UI/UX Developer

STEPapp: Eduisfun Technologies Pvt. Ltd.

May 2023 - Jun 2023

- Designed, developed and revamped websites, improving its navigation, experience, and adaptability.
- Created brochures & banners for marketing campaigns on different platforms.
- Worked on **Figma, Canva, Wix and Elementor.**

## Education

### Integrated Masters of Business Administration

SVKM'S NMIMS University, MPSTME

Sep 2024 - May 2025

Major: Business Intelligence & Analytics, Minor: Finance | CGPA: 3.79/4

### Bachelor of Technology

SVKM'S NMIMS University, MPSTME

Nov 2020 - May 2024

Major: Information Technology | CGPA: 3.77/4

## Projects

### Netflix Userbase Analysis

Analyzed Netflix user behavior from 2022-23 using **Python** to uncover viewing trends and preferences.

### Spotify Unwrapped

Analyzed Spotify's most streamed songs from 2013-2023 using **R** to identify music trends and popularity.

## Achievements

- Participated in **GenAI Exchange Program** organized by Google and Hack2Skill in 2025.
- Presented paper on **"Credit Risk Measurement of the Indian Entertainment Sector"** and **"The Role of Corporate Governance in Promoting Employee Well-Being"** at 17th International Conference on Business & Finance, 2025.
- Won **Leading Edge: A Product Management Competition** by IIM Sirmaur, 2023