

# 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

LinkedIn [My Linkedin Page](#)

Behance [Behance Portfolio](#)

Portfolio [Portfolio](#)

Github [Github](#)

## Certifications

- IIBA: Entry Certificate in Business Analysis, Oct 2025
- 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

## 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, Microsoft Visio
- Platforms:** BigQuery, Vertex AI, Amazon Redshift, Google Cloud Platform (GCP)
- Frameworks/Concepts:** Statistics, A/B Testing, Data Analytics, UI/UX Analysis & Design, Product Roadmaps, Business Process Design
- Soft Skills:** Adaptability, Team Player, Active Listener, Effective Presentation, Documentation

## Experience

### Business Architecture Analyst

- Accenture Aug 2025 - Present
- Designing **workflow diagrams** 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