Deepanjali Sinha

Data / Business Analyst

About Me

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 drive informed decision-making and create impactful solutions. Actively seeking opportunities to explore, learn, and grow.

Contact

- @ sinhadeepanjali16@gmail.com
- Mumbai, Maharashtra, India
- in My Linkedin Page
- Bē Behance Portfolio
- Portfolio
- Github

Certifications

- Google Business Intelligence Specialization, Nov 2024
- Google Data Analytics Specialization, June 2024
- Google Cloud Introduction to Generative AI, April 2024
- LinkedIn Excel Learning, Dec 2021

Hobbies

- Reading and
- Designing

Languages

- English and
- Hindi (Native)

Skills

- **Languages:** SQL, R, Python, HTML, CSS & JavaScript
- **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, Project Management, UI/UX Analysis & Designing
- **Soft Skills:** Adaptability, Team Player, Active Listener, Effective Presentation & Documentation

Education

Integrated Masters of Business Administration
SVKM'S NMIMS University, MPSTME Sep 2024 - May 2025
Major: Business Intelligence & Analytics, Minor: Finance | CGPA: 3.78/4

Bachelor of Technology
SVKM'S NMIMS University, MPSTME Nov 2020 - May 2024
Major: Information Technology | CGPA: 3.77/4

Experience

Analyst Intern
Shoppers Stop Ltd. May 2024 - Sep 2024
- Executed data migration of analytical models to GCP.
- Worked on automation of daily/monthly business tasks on GCP, reducing process time by 85%.
- Worked with GenAI model (Vertex AI) to generate customer summaries for personal shoppers.
- Conducted data analysis of IT tickets to gather insights that support the IT team in better understanding of major issues raised and their priorities.
- Worked on JSON-based data pipelines (ETL) and converted them to SQL/Procedures in BigQuery to ensure streamlined data processing workflows on GCP.
- Reviewed and tested existing and planned apps to verify all the functionalities and communicate feedbacks to vendors.
- Worked on BI platform to develop dashboard for customer interaction analysis with new websites.
- Worked on Vertex AI, BigQuery, Redshift, Power BI and Excel.

UX Designer
Freelancer July 2023 - Aug 2023
- Analysed website requirements, strategized website structure and layout, and designed mockups.
- Created prototypes with logical flows across website, making it more adaptable and interactive for young students.
- Worked on Canva and Figma.

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.

Achievements

- Won Leading Edge: A Product Management Competition by IIM Sirmaur, 2023
- Participated in Merge Magic: A Case Study Competition by XLRI, 2022