



# DEEPANJALI SINHA

## Data/Business Analyst

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### SUMMARY

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

### SKILLS & HOBBIES

- **Programming Languages:** SQL, Basic R and Python
- **Tools:** Tableau, Power BI, Looker Studio, Excel/ Google Sheet, PowerPoint/ Google Slides, Figma, Microsoft Visio
- **Frameworks/Concepts:** Statistics, A/B Testing, Data Analytics, UI/UX Analysis & Design, Product Roadmaps, Business Process Design, Agile Project Management
- **Platforms:** BigQuery, Vertex AI, DBeaver
- **Soft Skills:** Adaptability, Collaborative, Active Listener, Effective Presentation, Documentation
- **Languages:** English (Fluent), Hindi (Native)
- **Hobbies:** Reading Novels, Designing

### WORK EXPERIENCE

**Business Architecture Analyst, Accenture** Aug 2025 - Present

- Gather and analyze client requirements, conducting **business requirements analysis** and translating needs into **functional documentation**.
- **Design and present** business workflows and solutions using process diagrams.
- **Build user stories**, testing scripts, **dashboards**, and reports, leveraging SQL for data analysis.
- Manage **requirement tracking** and documentation using Excel and using tools such as Draw.io, Microsoft Visio, DBeaver, and Word.

**Data Analyst Intern, Shoppers Stop Ltd.** May 2024 - Sept 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)**.
- Optimized data workflows by converting JSON-based ETL pipelines to **SQL procedures in BigQuery**.
- Analyzed IT ticket data to identify major issue trends and **developed dashboards on Power BI** to track customer interactions for newly launched websites.
- Worked with **GenAI model (Vertex AI)** to generate customer summaries for personal shoppers.

**UI/UX Developer Intern, EdulsFun Technologies Pvt. Ltd. (STEPapp)** May 2023 - June 2023

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

### EDUCATION

**Integrated Masters of Business Administration** Sep 2024 - May 2025

SVKM'S NMIMS University, MPSTME | CGPA: 3.79/4  
Major: Business Intelligence & Analytics, Minor: Finance

**Bachelor of Technology in Information Technology** Nov 2020 - May 2024

SVKM'S NMIMS University, MPSTME | CGPA: 3.77/4

### CERTIFICATIONS

- IIBA: Entry Certificate in Business Analysis, Oct 2025
- Google Business Intelligence Professional Certificate, Nov 2024
- Google Cloud Introduction to Generative AI, April 2024
- Google UX Design Professional Certificate, June 2022

### ACHIEVEMENTS/PUBLICATIONS

- Published Research Paper: "Comparative Credit Risk Analysis of Selected Indian Entertainment Companies" — IUP Journal of Accounting Research & Audit Practices, Vol. 24, Issue 3, 2025, pp. 331.
- Secured 2nd Rank in the Merit List, MBA Tech Batch of 2025, SVKM's NMIMS University, MPSTME.
- Won Leading Edge: A Product Management Competition by IIM Sirmaur, 2023.