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

- sinhadeepanjali16@gmail.com
- Mumbai, Maharashtra, India
- My Linkedin Page
- 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
- Google UX Design Professional Certificate, June 2022
- LinkedIn Learning Product Management: Building a Product Roadmap, April 2022
- 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: 3.79/4

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

- 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**.
- Reviewed and tested existing and planned apps to verify all functionalities and communicated feedback to vendors.
- 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.**

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