



DEEPSHIKHA
GAUTAM
DATA MARKETING
ANALYST

Contact

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Analytical Skills

Data warehousing and
Data Mining

Data cleaning and
Data Modelling

Data analysis and
exploration

Data Visualization Problem
solving Dashboards

An analytical thinker and problem solver having experience in collecting, organizing, interpreting and disseminating various types of statistical figures with an aptitude for timely project execution. Adept in data analysis and data visualization, with the knowledge of Advanced Excel, SQL, Power BI and Python. Also hands on experience in Google Analytics, Google Ads, SEO and WordPress.

Work History

Data Marketing Analyst

- 09-2020 *X Entertainment Production and Media, Gurugram*
- 03-2023
- Developed different Reports, Analytics solutions to various business generating data visualizations using Python and Power BI.
 - Analyzing current and past data and correlating it, resulting in increase in product stability.
 - Converting data into actionable insights by predicting and modelling future outcomes.
 - Develop dashboards leveraged to improve efficiency and effectiveness of the campaigns.
 - Extract data using SQL for marketing lists, campaign validation and reporting.
 - Executed organic and paid social media campaigns.
 - Studied analytics in Google Search console, identified low performing content and recommended solutions that improved content performance.

Software Engineer

- 06-2018
- 05-2020 *Vinculum Solution Pvt Ltd, Noida*
- Employ best coding practices and object-oriented programming techniques to work on different software projects.
 - Testing of the website and app: Test cases were created for website and app on different modules by entering wrong and valid input.
 - Reviewed project specifications and designed technology solutions that met or exceeded performance expectations.
 - Worked with software development and testing team members to design and develop robust solutions to meet client requirements for functionality, scalability and performance.

Technical Skills	
Oracle	
MS Excel	
MySQL	
Python	
Java	
PowerBI	
Pandas	
NumPy	
MS Office	
SEO	
WordPress	
Google Analytics	
Google Ads	

2017-05	Trainee Engineer
2018-05	<i>Vinculum Solution pvt ltd, Noida</i> <ul style="list-style-type: none">Gained command over language core Java and Java Script.Learned monitoring, administration and maintenance of databases.
2016-02-2016-05	Summer Internship <i>IT Solutions pvt ltd, Gurugram</i> <ul style="list-style-type: none">It is artificial production of human speech application which produces sound of its respective text.Learned monitoring, administration and maintenance of databases.

Education	
2008	MATRICULATION <i>S.D.H.M SR SEC SCHOOL - NEW DELHI</i>
2010	INTERMEDIATE <i>N.P GIRLS SR SEC SCHOOL - NEW DELHI</i>
2011-2015	B.Tech: INFORMATION TECHNOLOGY <i>GURU GOBIND SINGH INDRAPRATHA UNIVERSITY - ANSAL INSTITUTE OF TECHNOLOGY</i>

Accomplishments	
	<ul style="list-style-type: none">Honored with Director academic award.Star of the Month Award- Vinculum Solution pvt ltd

Certifications	
2020-05	IBM Data Analyst Professional Certificate
2020-06	Microsoft Certified: Power BI Data Analyst Associate
2021-11	SQL Bootcamp with MySQL, Power BI and Python