

# Gayatri Nandeda

DATA ANALYST

Indore, MP 453001  
+91-9753948855  
agayudhakad97@gmail.com  
**WWW:** linkedin.com/in/gayatri-nandeda

## PROFESSIONAL SUMMARY

Data Analyst with 5 years of experience in Retail Banking Operations & Analytics and an MBA in Data Science & Analytics. Skilled in SQL, Python, Power BI, Tableau, Statistics, ETL pipelines, AWS, Snowflake, and advanced Excel. Known for automating workflows, improving KPIs, and delivering data-driven insights. Seeking a Data Analyst role to solve high-impact problems at scale.

## WORK HISTORY

### HDFC Bank - Banking Analyst — Retail & Risk Analytics

Indore, India

05/2019 - 01/2024

- Automated daily and weekly MIS using SQL and Power Query, reducing reporting time by 40%.
- Assisted management in meeting regulatory requirements by conducting periodic audits and ensuring compliance with established policies.
- Built customer segmentation models that increased cross-sell conversions by 18%.
- Optimized lead routing logic through historical conversion analysis, improving productivity by 20%.
- Managed complex portfolios, effectively balancing risk and return to achieve client objectives.
- Evaluated potential mergers and acquisitions using rigorous due diligence procedures, contributing to successful deal execution.

## PROJECTS

- RFM Customer Segmentation : SQL + Power BI
- Order Delivery Analytics : SQL + Excel
- Loan Default Prediction : Python (Logistic Regression)
- Portfolio KPI Dashboard : SQL + Power BI, Automated ETL pipeline feeding KPIs (NPA %, delinquency levels, activation rate); improved reporting accuracy and visibility.
- Analyzed 100k+ customer transactions to implement RFM segmentation; built Power BI dashboards for retention and marketing strategy.
- Performed EDA & feature engineering; built model with ~80% accuracy supporting early decision-making for risk teams.

## INTERPERSONAL SKILLS

- Analytical Thinking
- Problem Solving
- Communication
- Data Storytelling
- Stakeholder Engagement

## SKILLS

- Data analysis
- Data visualization and presentations
- SQL
- Python programming
- Statistical analysis
- Tableau software
- EDA, Feature Engineering, Statistics
- Excel functions
- SQL databases
- Power BI
- Data Engineering: ETL Pipelines, AWS (Basic), Snowflake
- Risk Analysis, Customer Segmentation, KPI Modeling, Portfolio Monitoring

## CERTIFICATIONS

Data Analytics Professional  
Certification, IOTA Indore  
11/2025

## EDUCATION

04/2025

### Manipal University

Jaipur, India

**MBA:** Data Science & Analytics