

# VIVEK SINGH

Preet Vihar Colony, Khushalpur, Moradabad - 244001

📞 9068152607 ✉ [iamviveksingh001@gmail.com](mailto:iamviveksingh001@gmail.com) 🌐 [iamviveksingh01](#) 🌐 [Portfolio](#)

## Professional Summary

Data Analyst with strong foundation in Python, SQL, Excel, and Power BI, specializing in data cleaning, EDA, reporting, and dashboard development. Experienced in solving business problems through trend analysis, KPIs, and insight generation. Proficient in ETL pipelines and analytics automation using Microsoft Azure. Adept at transforming raw data into actionable insights to support data-driven decision-making in business environments.

## Technical Skills

**Programming & Tools:** Python, SQL, Excel (Advanced), Power BI, Tableau, MySQL, Git

**Data Analysis:** EDA, Statistical Analysis, Data Cleaning, KPI Tracking, Reporting & Visualization

**Libraries:** Pandas, NumPy, Matplotlib, Seaborn

**Cloud & Data Platforms:** Microsoft Azure (ETL & Analytics-focused — Data Factory, Storage, SQL Database)

**Core Competencies:** Trend & Cohort Analysis, Data Validation, Problem Solving, Documentation

## Education

**Bachelor of Technology (Computer Science – Data Science)**

Teerthanker Mahaveer University, Moradabad, UP | Aug 2021 – Jul 2025

CGPA: 8.48 / 10 (80.6%)

**Class XII – Saint Mira Academy, CBSE (2021): 80.6%**

**Class X – Saint Mira Academy, CBSE (2019): 77.4%**

## Professional Experience

### TCS iON

July 2023 – August 2023

Data Science Intern

(Remote)

- Developed and optimized a **sentiment analysis model**, achieving an **82%** accuracy rate in classifying reviews.
- Cleaned and preprocessed textual data, reducing noise by **15%** for better model efficiency.
- Collaborated virtually** with cross-functional mentors, showcasing strong communication and teamwork in a fully **remote environment**.

## Academic Project

**Hybrid Recommendation Engine** | Python, Flask, Render |

- Built** a hybrid movie recommendation system combining **content-based similarity** and **NLP-based embeddings** using Hugging Face Transformers.
- Designed a **Flask API** integrated with RapidAPI for metadata retrieval and real-time recommendations.
- Deployed application on **Render**, enabling seamless browser-based user interaction and insights into viewing preferences.

## Personal Projects

**Vendor Performance Analysis – Retail Inventory & Sales** | Excel, SQL, Python, Power BI |

- Designed** and optimized an **SQL ETL pipeline** aggregating multiple transactional tables to create analytics-ready datasets using CTEs and filtering logic.
- Performed **Exploratory Data Analysis and Hypothesis Testing** in Python to examine vendor profitability, pricing efficiency, and inventory turnover.
- Identified **65.7% purchase dependency on top vendors** and uncovered **\$2.71M worth of slow-moving inventory**, recommending diversification and inventory optimization strategies.
- Built **interactive Power BI dashboards** visualizing bulk purchase impact, vendor contribution, margin trends, and stock risk insights.

## Other Certification

- Data Analyst Certification — GeeksforGeeks*
- Data Analytics Job Simulation — Deloitte Australia (Forage)*

October 2025

March 2025