

Jasmeen

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EDUCATION:

Bachelor of Business Administration (BBA) in Business Analytics

Chitkara University (in partnership with EY) | CGPA: 9.6 | Year of Completion: 2024

SKILLS:

- Data Analytics: SQL, Power BI, Tableau, Excel, Python
- Business Intelligence: Data visualization, dashboard creation, KPI tracking
- Data Processing: ETL, data cleaning, data modeling.

EXPERIENCE:

Data Analyst Intern

Unified Mentor | 1 Month

- Developed SQL queries to process and analyze 100,000+ records, improving data retrieval efficiency by 30%.
- Created dynamic power bi and tableau reports that enhanced performance tracking for multiple business units.
- Streamlined ETL processes, reducing data processing time by 40% and enhancing reporting accuracy.

Data Analyst Intern

Trainity | Present (3 Months)

- Conducting data analysis on 50,000+ records using SQL and Excel, improving data integrity and insights generation.
- Writing optimized SQL queries that accelerated data retrieval and aggregation by 35%.
- Utilizing Excel automation (VBA, pivot tables, formulas) to increase reporting efficiency by 20%.
- Performing data cleaning and transformation to enhance dataset accuracy, reducing errors by 15%.
- Assisting in the development of 7+ reports and dashboards, providing actionable insights for business strategies.

PROJECTS:

Instagram User Analytics | SQL

- Examined 50,000+ user records to uncover engagement trends and hashtag effectiveness.
- Detected 20+ inactive and fake accounts, enhancing platform security and activity.
- Optimized ad campaign scheduling, boosting potential user engagement by 15%.

Bank Loan Case Study | Excel

- Processed 50,000+ loan applications to evaluate default risk and financial behaviors.
- Uncovered an 8.76% loan default rate, enabling data-driven lending policies.
- Developed approval criteria enhancements, reducing financial losses by 10-15%.

Pizza Sales Analysis | Power BI & SQL

- Designed a Power BI dashboard to track 817K+ in total sales and 50K+ pizzas sold.
- Evaluated top-performing categories, driving a 20% revenue growth opportunity through promotions.
- Suggested weekend sales strategies, aiming for a 10% increase in low-performing periods.

CERTIFICATIONS:

- Data Analytics | Cloudy ML
- Uxl: A Special 12 Session Training In Leadership And Excellence Certificate
- TCS ION Career Edge – Young Professional Certificate

