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# Jyoti Paliwal

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## Data Analyst

A data analyst fresher with strong analytical skills and knowledge of Excel, Power BI, SQL, and Basic Python. My internship and projects experience has allowed me to develop skills in data visualization, data cleaning, and data-driven solutions. I am able to work in a team and communicate effectively. I am excited to continue to develop my skills and contribute to business decisions through data analysis.

## PROJECTS

### Python

- **Games** – Rock, Paper, Scissor & Treasure Island

### SQL

- **Ecommerce** - Design the database schema for customers, products and orders table, populated the tables with sample data, queries performed to retrieve, insert, delete, update data. Created a command-line interface using python to update the tables with new entries.

### Power BI

- **Marketing Campaign Results** – Marketing campaign data of 2,240 customers of Maven Marketing, including customer profiles, product preferences, campaign successes/failures, and channel performance.

### MS Excel

- **Budget Tracker**– Budget Tracker: Created a spreadsheet that tracks income and expenses, and calculates a running total of the budget. The project involved using basic formulas and functions such as SUM, IF, and VLOOKUP to organize and analyze financial data. The final result was a dynamic and easy-to-use budget tracker that allowed the user to quickly and accurately track their finances.

## WORK EXPERIENCE

**Torrocks Brand Comm** • Gurugram • Full-time • 01/2022 – 09/2022  
**Brands & Network Manager**

- Planning & Execution of scheduled Events, Strategizing Marketing Activities for client.
- Used MS Excel to organize client data for the deliverables and payments using detailed pivot tables.

**Dazzle Events and Exhibitions Pvt. Ltd** • Noida • Full-time • 07/2019 – 10/2021  
**Marketing Executive**

- Managing exhibitions from planning to execution with the client representative.
- Communicating with the relevant departments to better address client needs.
- Market Research in context of existing & upcoming project

## **EDUCATION**

### **Bachelors in Journalism and Mass Communication**

Amity University • Noida • 07/2015 – 07/2018

### **Masters in Marketing & Financial Management**

Bharati Vidyapeeth University • Delhi • 08/2021 – 2023

## **SKILLS**

- Strong knowledge of Excel including pivot tables, vlookup, and hlookup.
- Experience with Power BI for data visualization and reporting.
- Basic knowledge of Python for data analysis.
- Proficient in SQL for data manipulation and retrieval.

## **ACTIVITIES**

- Volunteered with NGO – Teach for India.
- Foreign Business Language – French.