**Neha Bansal, Senior Data Analyst**

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**PROFILE**

Data professional with 9 years of diverse and efficient experience, specialising in data analysis and data science. Proven track record of driving data-driven insights and strategies to enhance business performance and profitability in both the UK and Indian markets. Proficient in extracting, transforming, and visualising data to deliver actionable recommendations. Skilled in leveraging statistical analysis and machine learning techniques to solve complex challenges and optimise decision-making. Consistently recognised for delivering data-driven solutions that directly impact revenue growth and operational efficiency.

**EMPLOYMENT HISTORY**

**Jul 2021 – Jul 2023 Senior Data Analyst, Feel Good Contact London (UK)**

* Developed and maintained SQL, Python, and Power BI-based data pipelines and dashboards from scratch, automating ETL processes and slashing manual work by an impressive 30%.
* Analysed exploratory data analysis (EDA) on large datasets, identifying key trends and insights to inform business strategies, resulting in a 7.5% improvement in customer retention.
* Facilitated cross-functional teamwork with essential stakeholders to establish project prerequisites, guaranteeing smooth coordination and punctual delivery of outcomes that surpassed client expectations.
* Collaborated with cross-functional teams to identify and resolve data-related issues, resulting in a 3% improvement in data accuracy
* Implemented predictive models that accurately forecasts customer churn with 95.3% accuracy and forecast future sale with 97% accuracy using machine learning algorithms.
* Conducted a comprehensive analysis of customer demographics and purchasing behaviours using Google Analytic, Python, Power BI, resulting in a targeted marketing campaign that increased sales by 7%.

**Feb 2019 – Jul 2021 Senior Data Analyst, TEKsystem (Client- Flipkart) Bangalore (India)**

* Developed an end to end Net Promoted Score (NPS) rating model to analyse critical drivers impacting NPS, resulting in 8 point improvement in customer satisfaction metric.
* Revamped and optimized an automated data pipeline, streamlining data processing time by 40% and enabling real-time analytics for quicker and data-driven decision-making across the organization.
* Produced intuitive and impactful data dashboards and visualizations for enhanced data representation.
* Created a Re-inventorization model for multi-part shipments of furniture, resulting in ₹2 million annual loss decrease.

**Mar 2017 – Nov 2018 Associate Business Analyst, Paytm Bangalore (India)**

* Developed and implemented an end-to-end customer journey funnel analysis framework, analysing 10+ linked pages to optimize user engagement and increase conversion rates by 20%, resulting in $1.5M revenue growth annually.
* Leveraged data visualization tools to craft interactive graphical representations of crucial metrics.
* Developed and maintained customer relationships, resulting in a 12% increase in repeat business.
* Identified opportunities for business growth and expansion, resulting in an increase in market share.
* Conducted Market Basket Analysis to identify new business opportunity and trends.

**Nov 2014 – Mar 2017 Data Analyst, Jabong Gurgaon (India)**

* Automated data collection and analysis processes to reduce manual effort by 40%
* Conducted ad-hoc analyses to answer business questions and provide insights to stakeholders, resulting in improved operational efficiency and cost savings.
* Prepared comprehensive analytical dashboards and reports to address both functional requirements and new change requests, aiding data-driven decision-making across the business.

**EDUCATION**

**Jul 2012 – May 2014 Master of Technology (M.Tech), Banasthali University Jaipur (India)**

Master's in Computer Science and Engineering with a scoring of 83.5%.

**Jul 2008 – May 2012 Bachelor of Technology (B.Tech), Banasthali University Jaipur (India)**

Bachelor’s in Computer Science and Engineering with a scoring of 73%.

**SKILLS**

**Programming Languages:** Python, MySQL, MS-SQL, Hive, DB2, Python, R, VBA

**BI & Other Tools:** Tableau, Power BI, Microsoft excel, Google Analytic, Airflow, ETL Workflow

**Big Data:** Hadoop, PySpark, BigQuery

**Cloud:** Aws, Azure

**Database Management:** Data Modelling, Data Warehousing

**Data Science and Machine learning:** Data Mining, Data Visualization, Data Analysis, Statistical Analysis, Predictive Modelling, Forecasting, Clustering, Classification, Deep Learning, Natural Language Processing, Encoder, Decoder, Transform, Large Language Modelling, Principal Component Analysis, Hypothesis Testing

**INTERNSHIP**

**Jul 2013 – May 2014 Research – Intern, CDAC Pune (India)**

* Developed Hindi Names Entity Recognition tool using Natural Language Processing.
* Published research papers on Part of Speech Tagger and Named Entity Recognizer for Hindi Language.

**CERTIFICATION**

**Executive Post Graduate Programme in Machine Learning and Artificial Intelligence** from International Institute of Information Technology (December 2021 - April 2023)

* Executive PG Program in Machine Learning & Artificial Intelligence November 2021 for successfully clearing Course-1: **Statistic Essential** & Course -2: **Machine Learning – 1** (September 2022)
* Executive PG Program in Machine Learning & Artificial Intelligence November 2021 for successfully clearing Course-3 - **Machine Learning 2** and Course-4 **Deep Learning** (August 2022)
* **EPGP ML and AI Prep Course Completion** (November 30th 2021 Cohort) credential (January 2022)

**RESEARCH PUBLICATIONS**

1. Published a Paper on “***Hybrid Approach for Part of Speech Tagger for Hindi Language***” in **IJCTEE** Volume 4, Issue 1, Feb 2014, and **Paper ID: IJCTEE\_0314\_87**.
2. Published a Paper “***The Hind Named Entity Recognizer Using Hybrid Morphological Analyzer***” in **IJCAES** Volume 4, Issue 2, June 2014, and **ISSN: 2231-4946**.