

Kritika Pandey

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About Me: <https://kritikapandeyy.github.io/about/>

PROFILE

Data Analyst with 3+ years of experience in data management, reporting, and process automation. Skilled in SQL, Python, Advanced Excel, Power BI, Tableau, and cloud platforms (AWS, Azure, Google Cloud). Proven track record in KPI reporting, assortment analysis, and collaborating with international clients to deliver data-driven solutions.

EDUCATION

Humber College (2024- 2025)

Toronto, ON

Postgraduate- Business Insights and Analytics

GGSIIP University

India

Bachelor of Technology Computer Science

WORK EXPERIENCE

Data Analyst

2024- Present

Devant, Ontario, Canada

- Automated Excel-to-Power BI reporting pipelines with Python, reducing manual effort by 40% and improving data accuracy.
- Designed KPI dashboards and quarterly performance reports (Power BI, Excel) for client colleges (Humber, Conestoga, etc.) and CIBC-sponsored events, enabling data-driven decisions.
- Conducted labour market analysis by integrating multiple datasets, providing insights for institutional workforce and program planning.
- Streamlined data onboarding, validation, and reporting workflows across multiple sources, and optimized subscription tier management for B2B and B2C clients, improving reporting accuracy and client insights by 20%.
- Partnered with marketing teams to extract and analyze campaign data, providing insights that improved content performance and audience targeting.

Data Analyst

2022- Oct 2023

Probyto AI

- Designed ETL pipelines to onboard and validate datasets from multiple vendors, and automated workflows using Python, SQL, and Excel, reducing reporting time by 30%.
- Developed KPI dashboards in Power BI, Tableau, Looker, and QuickSight, incorporating cloud platforms (Google Cloud, Azure) to meet diverse client requirements.
- Collaborated with international clients in Ireland, the U.S., and India (Retail, BPO, and Energy) to deliver customized analytics solutions that scaled business operations.
- Partitioned large-scale datasets in SQL to optimize query performance, reporting speed, and scalability for high-frequency data.
- Conducted competitive and operational analysis to support merchandising strategies, workforce optimization, and product decisions.

Business Analyst

2019- Mar 2022

Uphar Finvest

- Collected, validated, and maintained client and business data, establishing strong foundations in data quality and reporting.
- Built Excel-based dashboards and performance reports (PivotTables, Charts, Formulas) to track portfolio and operational trends.
- Automated recurring reports with Excel functions and macros, reducing manual effort and improving reporting accuracy.
- Partnered with management to streamline documentation and reporting processes, improving efficiency and consistency.

SKILLS AND TOOLS

Visualization & BI: Power BI, Tableau, Looker, Amazon QuickSight, ThoughtSpot

Data & Programming: SQL, Python (Pandas, Scikit-learn), SAS, Databricks

SEO & Web Analytics: SEO Performance Monitoring, Keyword Research, Google Analytics, Google Search Console, SEMrush

Cloud & Automation: AWS, Azure, Google Cloud, Excel (PivotTables, VBA, Macros), Power Platform, Workflow Automation

Collaboration & Reporting: KPI Reporting, Data Visualization, Statistical Analysis, Business Process Optimization, Stakeholder Communication, Presentation Skills

CERTIFICATIONS

Google Data Analytics Specialization Certification

Google Analytics Certification

Google Ads Search Certification

IBM Data Analytics with Python (IBM Coursera)