

# Kritika Pandey

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## PROFILE

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Results-oriented Data Analyst with 3+ years of experience transforming data into actionable insights. Proficient in Power BI, Tableau, Looker, SQL, and Python, with strengths in KPI tracking, quality analysis, and automating reporting workflows. Known for clear data storytelling, attention to detail, and delivering insights that drive smarter decisions.

## EDUCATION

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**Humber College (2024- Present)** - *Postgraduate- Business Insights and Analytics*

**Toronto, ON**

**GGSIIP University** - *Bachelor of Technology Computer Science*

**India**

## WORK EXPERIENCE

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**Devant (ON, Canada)** - *Data analyst*

**2024- Present**

- Collected and analyzed engagement data to inform strategy and improve targeting using KPI tracking.
- Assisted in organizing events and promotional campaigns and tracked performance metrics to measure engagement and campaign success.
- Created quarterly performance reports for clients in the education sector, offering insights to support strategic decision-making.
- Automated data collection and transformation processes from multiple sources into Power BI, enhancing reporting efficiency and accuracy

**Probyto AI** - *Data Analyst*

**2022- Oct 2023**

- Developed automated reporting systems using SQL, Python, and Excel, reducing report generation time by 30%.
- Collaborated with different teams to streamline ETL pipelines, used Python to integrate data into the cloud, resulting in more efficient data processing and visualizations.
- Created interactive dashboards using Tableau, Power BI, and Looker to monitor real-time KPIs used by stakeholders for strategic decision-making
- Ensured data accuracy through validation processes, quality checks, and supporting decision-making.

## SOFTWARE AND TOOLS

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**Visualization & BI:** Power BI, Tableau, Looker, Amazon Quicksight

**Languages & Data Tools:** SQL, Python (Pandas, Scikit-learn), SAS, Databricks

**Cloud & Analytics Platforms:** Amazon AWS, Azure, Google Cloud

**Other Tools:** Excel, PowerPoint, Power Platform, Outlook

## CORE SKILLS

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Data Quality Assurance, KPI Reporting, Data Cleansing, Statistical Analysis, Data Storytelling, Business Process Optimization, Data analysis, Documentation, Requirements Gathering, Stakeholders Communication, Presentation Skills, Collaboration, and Cross-functional teams management.

## PROJECT

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Evaluating the Impact of a Bilateral Nursing Training Program between Canada and the Philippines that explores a proposed international initiative aimed at training 5,000 Filipino nurses in Canada – an ongoing capstone project with the Canadian-Arab Business Council

## CERTIFICATIONS

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Google Data Analytics (Google),

IBM Data Analytics with Python (IBM Coursera)