Data Analyst / Business Analyst

LOVE

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Proactive and analytical Data Analyst with 4+ years of experience in software development industry, bringing a unique blend of technical expertise and data-driven problem-solving to deliver impactful insights. Highly knowledgeable in data Extraction, Transform and Load (ETL/ELT), and proficient in tools like SQL, Excel, PowerBI, Python and statistical analysis techniques. Eager to apply my strong technical background and analytical skills to support data-driven decision-making in a dynamic, results-oriented environment.

SKILLS

- **Excel** (Pivot, XLOOKUP, Conditional Formatting, VBA, Charts, Analysis ToolPak)
- **SQL** (MySQL, PostgreSQL, Stored Procedures, Triggers, Functions)
- **Microsoft PowerBI**
- **Python** (Pandas, MatPlotLib, NumPy, Scikit-learn, Seaborn, SciPy, NLTK)
- **PySpark**
- **Mircosoft Azure**
- **PySpark**

EDUCATION

PG Cert in Big Data Analytics

Lambton College – Ontario Public College
2023 - 2024

- **Gained proficiency in data analytics tools** such as SQL, Excel, Python, and Power BI, applied to real-world business challenges.
- **Developed expertise in creating interactive Power BI dashboards** and Excel reports for visualizing key business metrics and performance indicators.
- **Applied statistical and machine learning techniques** to analyze large datasets, optimizing operational performance and decision-making processes.
- **Mastered data visualization**, enabling clear and impactful presentations of business insights to both technical and non-technical stakeholders.
- **Strengthened skills in data storytelling** and presenting analytical insights, making data-driven recommendations to drive business growth.

B. Tech. Computer Science

Punjab Technical University, INDIA
2014 – 2018

- Acquired practical knowledge of **data structures**, **algorithms**, and object-oriented programming, focusing on optimizing application performance.
- Gained hands-on experience in **database management** and **SQL**, improving skills in querying and managing data efficiently.

EXPERIENCE

Data Analytics Intern

Lambton College – Work Integrated Learning (WIL)
Sept 2024 – Dec 2024

- **Performing ETL/ELT processes** to extract, transform, and load large datasets from diverse sources into SQL databases, ensuring data integrity and readiness for analysis.
- **Leveraging Power BI and Excel** to generate clear, impactful visualizations that effectively communicated complex data trends and business insights to stakeholders.
- **Documenting and validating data requirements**, utilizing SQL, Python, and Azure Data Factory to ensure seamless integration and alignment with business rules and target data specifications.
- **Providing ad hoc reporting** and dashboard management support using Power BI, streamlining ongoing business analysis and decision-making processes.

Software Engineer (Mobile Application Specific)

The Kites Pvt. Ltd., INDIA
2018 – 2023

- **Led full software development lifecycle (SDLC) processes**, from requirement analysis to deployment, following Agile and Scrum methodologies to ensure timely delivery of high-quality applications.
- **Conducted in-depth analysis of user behavior and app performance metrics** using SQL and Python, providing actionable insights to enhance app functionality and user experience.

- Developed **problem-solving** skills through hands-on coding and theoretical coursework, with an emphasis on software engineering principles.
- Strengthened software development skills by following **Agile** and **Scrum** methodologies, ensuring timely delivery of high-quality software.
- **Developed and implemented data-driven solutions**, leveraging data analysis to optimize app features based on user interaction patterns and performance indicators.
- **Integrated analytics tools such as Firebase Analytics and Google Analytics** to track key metrics and generate insights for continuous app optimization.
- **Collaborated with cross-functional teams** to translate data insights into feature improvements, driving higher user engagement and app performance through iterative development and feedback loops.

PROJECTS

Branch Operations Analysis and Optimization

- **Utilized Excel for data extraction, cleaning, and advanced analysis**, leveraging pivot tables, VLOOKUP, and conditional formatting to efficiently process and transform large datasets.
- **Applied data validation techniques** in Excel to ensure the accuracy and consistency of operational data, leading to more reliable analysis and reporting.
- **Created interactive Power BI dashboards**, enabling real-time visualization of key operational metrics, which improved decision-making and provided stakeholders with actionable insights.
- **Identified and reported on key operational bottlenecks**, resulting in an improvement in resource allocation across branches by highlighting inefficiencies and suggesting optimizations through visual reports.

Cryptocurrency Price Prediction

- **Applied Python for technical analysis of Bitcoin (BTC/USDT)**, using libraries like Pandas, NumPy, and TA-Lib for data preprocessing, feature extraction.
- **Conducted candlestick pattern analysis** and trend identification to recognize market patterns and predict future price movements, contributing to more informed trading decisions.
- **Built and optimized machine learning models**, including Random Forest to predict cryptocurrency price movements.
- **Visualized price trends, technical indicators, and model performance** using Matplotlib and Seaborn, enabling clear communication of insights and predictions to stakeholders.

Hate Speech Detection

- **Utilized DistilBERT and TopicBERT** for natural language processing (NLP), applying transfer learning to effectively classify and detect hate speech in large datasets, achieving an **accuracy rate of 78%**.
- **Employed TopicBERT** for unsupervised topic modeling to identify common themes and patterns in the dataset, providing deeper insights into the nature and context of hate speech.
- **Fine-tuned the DistilBERT model** to improve hate speech detection by leveraging pre-trained transformer models, enhancing classification accuracy and reducing false positives.

Amazon Product Review Sentiment Analysis

- **Engineered a sentiment analysis system** for Amazon product reviews using Python, NLTK, and VADER, enhancing product insights by classifying reviews as Positive, Negative, or Mixed.
- **Leveraged JSON data extraction and preprocessing** techniques to evaluate customer feedback, improving data accuracy and sentiment interpretation.
- **Implemented advanced sentiment classification** based on polarity scores, streamlining sentiment detection across thousands of reviews.
- **Developed a custom normalization algorithm** to convert sentiment scores into a user-friendly 1-5 rating scale, enhancing usability for non-technical stakeholders.
- **Performed in-depth sentiment data aggregation**, delivering key metrics like average sentiment score, driving actionable insights for product performance analysis.