

# Mankirat Singh

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**SKILLS:** Programming languages: Python, SQL, R Programming

Data Visualization tools: Tableau, Power BI (DAX, Power query, M-language)

Database management: MySQL, MSSQL, PostgreSQL, T-SQL

Analytics tools: Looker, Google Analytics, Alteryx, SAP Analytics Cloud, Hana, SAP Datasphere

MS Office Suite: Advanced MS Excel (VLOOKUP, Power pivot, What-If Analysis), PowerPoint, Word, Outlook

**CERTIFICATIONS:** Microsoft Power BI Data Analyst Associate, AWS Academy Cloud Foundations graduate, Tableau Desktop I & II, Alteryx Core Designer, [more](#)

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## PROFESSIONAL EXPERIENCE

**MadAboutEPL, Business Intelligence Analyst**

January 2021 - March 2022

- Analyzed website traffic of about 1,500,000 users' engagement, and relevant metrics to identify trends, patterns.
- Leveraged Google Analytics for insights increasing user engagement by 20% and decreasing bounce rate by 25% through targeted content optimization and segmentation strategies.
- Conducted A/B tests on article formats and ad placements contributing to a 6% improvement in click-through rates and regular competitor analysis to maintain competitor edge in the football and sports website niche.

**MedTourEasy, Business Analyst intern**

October 2020 - November 2020

- Enabled stakeholders to operate in a cost-effective manner and allocate resources efficiently for patients.
- Utilized **Advanced Excel functions** and R programming to wrangle electronic health records (EHR) of **3000 patients** to determine if doctor ordered blood test to look for bacteria and gave patient antibiotics.
- Engineered model in RStudio leveraging blood culture and antibiotics data to identify patients having severe infection of Sepsis based on four different criteria.

**The University of Texas at Dallas, Student Mentor**

November 2022 - May 2023

- Displayed strong **leadership**, written and verbal **communication** skills in **mentoring** incoming/current MS in Business Analytics students.
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## PROJECT EXPERIENCE

**Spotify - ETL pipeline using Python and Airflow**

June 2023 – July 2023

- Developed an **ETL** pipeline using Spotify's API to extract, transform, and load data into an SQLite database.
- Implemented data quality checks using Pandas to ensure the integrity of the data.
- Setup a Directed Acyclic Graph (DAG) in Airflow using Docker to define and schedule tasks for the ETL process.

**RSM US LLP.**

February 2023 – March 2023

- Reduced the operational costs by 30% and helped the company save more than \$75,000.
- Recommended top 3 location options in the US based on travel cost, hotel accommodation, facility cost and time for RSM US LLP to host an in-person conference for the employees.
- Leveraged **Excel Pivot table**, **Alteryx Designer** for data analysis & visualized the findings using **Tableau Desktop**

**Startup Venture Funding Analysis**

August 2021 - June 2022

- Assisted entrepreneurs/investors deduce which sector and companies they should look for when investing.
- Analyzed data of 50,000 startup companies and created insightful **dashboard** using Tableau Desktop
- Used **CTE's**, **window & aggregate functions** on **MySQL** database to obtain useful **KPI's** like profitmargin, revenue growth.

**Analysis of student placements/post-graduate career**

December 2020 - February 2021

- Managed and analyzed data of 240 students from the Electronics department at DJSCE like previous marks, performance at DJSCE, post-graduate universities and final placement companies.
  - Employed **Excel (VLOOKUP)** and **Tableau Desktop** to create graphs and dashboards.
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## EDUCATION

**The University of Texas at Dallas**

August 2022 - May 2024

*Master of Science, Business Analytics*

**GPA: 3.77**

**IBM specialization degree**

August 2018 - May 2022

*Data Analytics*