

Mankirat Singh

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SKILLS: Programming languages: Python, SQL, R

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

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

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

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

PROFESSIONAL EXPERIENCE

M/S Witball Co., Business Intelligence Analyst

Jan 2021 - Mar 2022

- Analyzed website traffic of about 1,500,000 users' engagement and **KPIs** 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, ad placements contributing to a 2% improvement in click-through rates.
- Performed competitor analysis to maintain competitor edge in the football and sports website niche.

MedTourEasy, Business Analyst Intern

Oct 2020 - Dec 2020

- Utilized advanced Excel functions and **R programming** to analyze EHR of 3,000 patients, enabling efficient resource allocation for patient care.
- Engineered a **predictive model** in RStudio using blood culture and antibiotics data to identify sepsis infections based on four criteria.

The University of Texas at Dallas, Student Mentor

Nov 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

Jun 2023 - Jul 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.

Feb 2023 - Mar 2023

- Recommended the top 3 locations for RSM US LLP to host an in-person conference, helping reduce operational costs by 30% and saving over \$75,000.
- Analyzed travel, hotel, facility costs, time to identify cost-effective options using **Excel Pivot Tables** and **Alteryx Designer**.
- Visualized key findings with **Tableau Desktop** to support data-driven decisions for conference location selection.

Startup Venture Funding Analysis

Aug 2021 - Jun 2022

- Analyzed data of 50,000 startup companies and built an insightful dashboard in Tableau Desktop to guide entrepreneurs and investors on sector and company investment decisions.
- Utilized **CTEs, window, and aggregate functions** in MySQL to extract **key performance indicators (KPIs)** such as profit margin and revenue growth, helping inform investment strategies.

Analysis of student placements/post-graduate career

Dec 2020 - Feb 2021

- Analyzed data from 240 Electronics department students at DJSC, including academic performance, post-graduate university placements, and final employment outcomes.
 - Leveraged **Excel (VLOOKUP)** and **Tableau Desktop** to develop interactive dashboards and visualizations, providing key insights into student performance and career trajectories.
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EDUCATION

The University of Texas at Dallas

Aug 2022 - May 2024

Master of Science, Business Analytics

GPA: 3.77

IBM Specialization Degree

Aug 2018 - May 2022

Data Analytics