

Mankirat Singh

Dallas, TX | (945)-217-8662 | mankiratbhamra7@gmail.com | [LinkedIn](#) | [GitHub](#)

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](#)

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