

# 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, Microsoft certified: Azure Fundamentals, AWS Academy Cloud Foundations graduate, Alteryx Core Designer, [more](#)

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## PROFESSIONAL EXPERIENCE

**M/S Witball Co., Business Intelligence Analyst**

Jan 2021 - Mar 2022

- Analyzed website traffic of 1.5M users using **SQL** queries to identify trends, providing actionable insights for strategic decision-making.
- Leveraged **Google Analytics** and **Tableau**, improving user engagement by 20% and reducing **bounce rate** by 25% through data-driven content optimization and segmentation strategies.
- Developed and maintained dashboards in **Tableau** to visualize key performance metrics, ensuring data accessibility and usability for stakeholders.
- Conducted **A/B tests** on article formats and ad placements using SQL to track performance, increasing **click-through** rates by 2%.
- Performed competitor analysis using **SQL** and visualized key metrics in **Tableau** to maintain a competitive edge in the sports and entertainment niche.

**MedTourEasy, Business Analyst Intern**

Oct 2020 - Dec 2020

- Utilized advanced Excel functions and **R programming** to analyze Electronic Hospital Records (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.
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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 DJSCE, 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*