

Navchetan Kumar Singh

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Skills

Data Analysis and Visualization skills: Power BI, SQL, Python, Excel, DAX, EDA, Data Visualization

Cloud computing skills: Azure

Statistical software skills: SPSS

AI and Machine Learning skills: Gen AI prompt writing

Data Engineering skills: ETL (Extract, Transform, Load)

Project Management and Business Skills: Jira, Business Analysis, Scrum, Agile methodology

WORK EXPERIENCE

KANTAR GDC

PUNE,MH

Analyst/Programmer

July 2022 - Present

- Developed and optimized SQL queries, improving data extraction efficiency by 20% and reducing processing time.
- Oversaw end-to-end data analysis projects, leveraging advanced statistical methods to extract actionable insights.
- Collaborated with cross-functional teams to define data requirements and deliver reports, contributing to a 15% increase in data-driven decision-making.
- Implemented data strategies to boost business growth, focusing on consumer behavior, market segmentation, brand perception, pricing, product launches, ad impact, and customer satisfaction metrics.
- Directed successful launch of 20+ projects, collaborating with major clients and international brands across diverse industries.

PROJECTS

UNILEVER PRODUCTS PERFORMANCE ANALYSIS:

- Utilized Python programming language to gather, clean, and preprocess raw data, resulting in a 30% reduction in data processing time.
- Utilized Data Analysis Expressions queries within Power BI to create custom calculated columns, measures, and filters, resulting in a 20% increase in report accuracy.
- Employed advanced visualization techniques in Power BI to create interactive dashboards, facilitating data-driven decision-making and reducing meeting times by 30%.
- Successfully delivered a high-quality insight analyzing top performing products in different categories, resulting in a 15% increase in team performance and strategic decision-making.

DYSON LIMITED APPLIANCES SALES ANALYSIS:

- Enhanced Appliance(vacuum cleaner) sales data analysis accuracy by 25% through validation in MySQL via Power BI integration, ensuring KPI and Metrics completeness for strategic decision-making and operational efficiency improvements.
- Transformed and processed appliance sales data using the SQL and Excel, resulting in 20% more efficient.
- Designed and implemented a Power BI dashboard to enhance the performance of appliance sales, leading to actionable insights for continuous improvement.

AVIVA LIFE INSURANCE:

- Performed comprehensive exploratory data analysis (EDA) to identify underlying patterns and trends, thereby enabling the formulation of data-driven solutions.
- Assisted with the analysis of large data sets to identify patterns in competition leading to a 10% incline in market growth.
- Generated tables using SQL, Excel and SPSS, optimizing storage and query performance for large volumes of life insurance data. This initiative resulted in a 30% improvement in query response time, enabling faster access to critical business information.
- Spearheaded a pilot program leveraging predictive analytics to assess and optimize the deliverables, which was later adopted company-wide due to its 25% reduction in financial leakage.

DELTA AIR LINES MARKET ANALYSIS:

- Conducted an in-depth analysis of aviation industry trends, competitor pricing strategies, and passenger booking data.
- Executed comprehensive surveys to understand traveller preferences, gauge brand perception, and assess the effectiveness of current promotions.
- Boosted Delta Airlines' market standing by strategically aligning pricing, promotions, and services with data-driven insights into traveller preferences and industry trends, resulting in 11% sales growth.

EDUCATION

Smt. Kashibai Navale College of Engineering

Bachelor of Engineering-Computer Engineering (CE) 7.95 CGPA

Pune, MH

2022

Achievements

Appreciation award from AVIVA client.

Appreciation from GRC team.