Navchetan Kumar Singh

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PROFESSIONAL SUMMARY

Business & Data Analyst with 4+ years of experience using Python, SQL, Power BI, and Excel to analyze complex datasets.
Experienced in creating dashboards and predictive analytics for FMCG, Insurance, Retail, and Aviation industries.
Skilled in stakeholder collaboration and optimizing cloud solutions like Azure to enhance decision-making and business growth.

SKILLS

Data Analytics & BI: Power BI, SQL, Python, Excel, DAX, SPSS, Data Visualization
Cloud Platforms: Microsoft Azure
AI/ML: Generative AI Prompt Writing
Project Management: Jira, ERP Trained, Agile, Scrum, Business Analysis, MS Office, SDLC, Requirements gathering
Databases & Reporting: MySQL, KPI Dashboards, Custom Measures, Documentation
Domain Expertise: FMCG, Insurance, Aviation, Retail, Marketing Analytics, Healthcare

PROFESSIONAL EXPERIENCE

Kantar GDC, Pune
Data Analyst | july 2022 – present
- Developed and optimized SQL queries, improving data extraction efficiency 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 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.

Freelance Data Analyst
Remote / Pune | July 2021 – June 2022
- Generated tailored data analysis solutions for clients in eCommerce, finance, and retail sectors.
- Built custom dashboards using Power BI and Excel to monitor KPIs and business performance.

KEY PROJECTS

Loreal – Marketing & Product Performance :
- Transformed and processed products sales data using the SQL and Excel, resulting more efficient..
- Developed Power BI dashboards with DAX, boosting report accuracy.
- Delivered insights that increased strategic decision-making effectiveness.

Unilever – Product Performance :
- Utilized SQL and Python 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.
- Insights drove a 15% improvement in strategic decision-making outcomes.

Dyson – Appliance Sales Insights :
- 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.
- Processed and validated sales data with SQL & Excel; improved efficiency
- Spearheaded the creation of interactive sales dashboards using Power BI, integrating 10+ key performance indicators.

Aviva Life Insurance – Market Analysis:
- Conducted EDA and built predictive reports to reduce financial leakage.
- Used SQL, SPSS, and Excel to handle large datasets, improving query speed.
- Enabled 10% growth through competitive analysis and data insights.

EDUCATION

Smt. Kashibai Navale College of Engineering, Pune, MH
Bachelor of Engineering-Computer Engineering (CE), 2022
7.95 CGPA

ACHIEVEMENTS
- Star performer Award x2
- Appreciation from GRC team
- Appreciation from AVIVA client
- Appreciation from Unilever APAC client x3

KEY SKILLS
- Favorable interpersonal skills and ability to work as a team leader.
- Encouraging team development, supporting the team in pack schedule, and sharing knowledge.
- Adequate time and project management with critical and strategic thinking