



Pankaj Singh Bisht

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 7206096086

 Portfolio - [PankajTheAnalyst](#)

Career Objective:

Result-oriented professional with 1.4 years of experience as an SEO Executive, leveraging data-driven strategies to improve website performance and drive traffic. Now seeking to transition into a Business Analyst role where I can utilize my analytical skills, database knowledge, and business insights to deliver value-driven solutions.

Key Skills & Tools:

- **Data Analysis:** SQL, Data Cleaning, Data Transformation, Data Visualization
- **Business Intelligence:** Power BI, Tableau
- **Programming:** Python (Data Analysis, Data Scrapping)
- **SEO & Digital Marketing:** On-page SEO, Google Analytics, SEMrush, Moz
- **Technical Tools:** Google Analytics, Google Search Console, SEMrush, Screaming Frog, Microsoft Clarity, WordPress
- **Data Reporting:** Google Looker Studio, Power BI, Microsoft Excel, Google Sheets
- **Soft Skills:** Problem-solving, Communication, Team Collaboration

Certifications:

- SQL Essential Training – LinkedIn Learning
- Google Analytics Certification – Google
- Introduction to Career Skills in Data Analytics – LinkedIn Learning
- Career Essentials in Data Analysis – Microsoft & LinkedIn Learning

Projects:

- **Data Analysis & Visualization Projects**
 - [Blinkit Sales Analysis](#)
 - [Pizza Sales Data Analysis](#)
- **Python Projects**
 - [Data Cleaning in Pandas](#)
 - [Web Scraping with Python](#)

Work Experience:

SEO Executive - IELTSMaterial.com | GetGIS.org – Jun23 - Sept24

- Analyzed organic traffic data using Google Analytics, Search Console, and Excel to drive actionable insights.
- Conducted keyword trend analysis and competitor research, contributing to a 35% increase in search visibility.
- Prepared performance reports and dashboards to evaluate campaign impact, bounce rate, and keyword performance.

Education:

Master of Business Administration (MBA) in Marketing & Business Analytics

Graphic Era Deemed to be University – Dehradun, Uttarakhand (Aug21 – Aug23)
CGPA: 7.83/10

Bachelor of Business Administration (BBA) in Marketing

Graphic Era Hill University – Dehradun, Uttarakhand (Aug18 – Aug21)
CGPA: 8.77/10