

# PANKAJ SINGH BISHT

7206096086

Portfolio - [PankajTheAnalyst](#)

[pbisht2105@gmail.com](mailto:pbisht2105@gmail.com)

## SUMMARY

Data Analyst with expertise in SQL, Power BI, Tableau, and Python. Recently transitioned from SEO and digital marketing, utilizing data analysis to drive business insights. Adept at transforming raw data into actionable recommendations and building interactive dashboards to inform strategic decision-making.

## TOOLS & SKILLS

- SQL
- Python
- Data Analysis
- Power BI
- Google Looker Studio
- Data Cleaning
- Tableau
- Microsoft Excel
- Data Visualization

## PROFESSIONAL EXPERIENCE

### SEO Executive - [IELTSMaterial.com](#) | [GetGIS.org](#) – Jun23 - Sep24

- Increased organic traffic by 30% via Google Analytics, improved page views by 20% through site audits.
- Boosted referral traffic by 15% with link-building.
- Enhanced user engagement by 25% using Microsoft Clarity
- Developed performance dashboards in Google Looker Studio and Power BI.

### Paid Media Analyst Intern - [IELTSMaterial.com](#) – Nov22 - May23

- Optimized campaign performance using Facebook Ads Manager
- Created reporting dashboards, and developed ad content/landing pages, improving conversion rates.

## EDUCATION

### Master of Business Administration (MBA) Aug 2021 - Aug 2023

Graphic Era Deemed to be University – Dehradun, Uttarakhand

- Major in Marketing, Minor in Business Analytics.
- CGPA: 7.83

### Bachelor of Business Administration (BBA) Aug 2018 - Aug 2021

Graphics Era Hill University – Dehradun, Uttarakhand

- Major in Marketing
- CGPA: 8.77

## PROJECTS

- [Blinkit Sales Analysis](#)
- [Pizza Sales Data Analysis](#)
- [Atliq Hospitality Data Analysis](#)
- [Spotify Data Analysis](#)
- [Data Cleaning in Pandas](#)
- [Web Scraping with Python](#)