

Dhiraj Singh

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PROFESSIONAL SNAPSHOT:

A dedicated professional with 4+ years of work experience in Data Analytics/Business analyst, Research and Client Servicing. Presently associated with Magic9 Media and Analytics Pvt. Ltd as Data Analyst – Analytics, consulting BARC India, and world's largest TV audience measurement system.

TECHNICAL SKILLS:

- Analytics tools: Base SAS, Exposure to SQL, SPSS, Microsoft Excel
- Statistical data interpretation, predictive analysis and modeling
- Proficient with client data tools – BMW software, Nielsen Clear Decision software, JIRA-Atlassian database management, etc.
- Well Conversant with Microsoft Word, Excel and Power Point.
- Experience in handling large data sets

MANAGERIAL SKILLS:

- Project management, Client handling, Resource management, Work allocation and maximizing overall operational efficacy
- Responsible to generate meaningful insights from the data and quantitative analysis to solve the business pain points.
- Design SOPs and process workflows to provide training assistance to both existing and new associates

WORK

EXPERIENCE:

Extra Mark Education

Noida-

January 2019- till date

Data Analyst

Magic9 Media and Analytics Pvt. Ltd. (Client- BARC INDIA)

Mumbai, Maharashtra

Manager –Analytics & Research

Nov 2016

- Reporting to Analytics & Research Director, helping BARC India consulting all Broadcasters and Advertisers in providing strategic recommendations through data insights
- Leading a team of five analysts, responsible to deliver on required analysis/findings for client
- Involved in managing and processing of data statistically and applying in an accurate manner by using technical and fundamental knowledge
- Responsible for understanding client's requirement, identifying the datasets to be used, analyzing the data and coming up with optimal solution in form of report/ppt
- Data cleaning, manipulation, data mining and statistical data interpretation

Business Analyst Responsibilities: Review, analyze and evaluate business systems and user needs. Document requirements, define scope and objectives and formulate systems to parallel overall business strategies.

- Determine operational objectives by studying business functions; gathering information; evaluating output requirements and formats
- Construct workflow charts and diagrams; studying system capabilities; writing specifications
- Define project requirements by identifying project milestones, phases and elements; forming project team.
- Monitor project progress by tracking activity; resolving problems; publishing progress reports; recommending actions
- Prepare technical reports by collecting, analyzing and summarizing information and trends
- Contribute to team effort by accomplishing related results as needed
- Perform daily, weekly and monthly reviews and analyses of current processes using operational metrics and reports
- Create informative, actionable and repeatable reporting that highlights relevant business trends and opportunities for improvement

■ Conduct insightful, ad hoc analyses to investigate ongoing or one-time operational issues

Recent Project:**Understanding TV viewing behavior of India through Measurement System – BARC INDIA**

- Involved in design, quality control and analytics for new people meter system being put by BARC
- Using various predictive modeling techniques to identify critical variables/attributes which define TV viewing across demographics
- Collaborated with senior staff regarding specific reports and ad hoc analyses
- Analysis on competition, trend analysis, feasibility studies and reporting on different markets

Company Name: SkillFurys**Hyderabad, AP****Jan 2014- Oct 2016****Designation: Data Analyst****Projects:**

- Trends in the consumption of some selected FMCG Products
- Online consumer Engagement and Purchase intension
- Sales Forecasting of FMCG products in various Regions

Company Name: Infoaxon Technologies Pvt. Ltd**Noida, U.P****Jan 2013- Dec 2013****Designation: HR/IT Recruiter****Personal Skills:**

- Creative(writer)
- Quick Learner
- Analytical thinking and problem solving
- Solution oriented
- Ability to work under pressure

Education:

- MBA (Int) Hr + B. Tech (IT) from Mangalyatan University, Aligarh, U.P in 2012, with (67%) First Class.