TANISH GROVER
Data Analyst

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Professional Summary

A **Data Analyst** with **3 months** of experience in IT and Analytics domain. Proficient in **SQL**, **Power BI**, Python, Excel, Tableau, Statistics and Machine Learning.

Education

- Bachelor of Computer Applications **– Guru Gobind Singh Indraprastha University, Delhi**   **Jun 2025**
  Graduated with a GPA of 8.3/10, ranked 2nd in the course

Work Experience

Deloitte Data Analytics & Forensic Technology Virtual Experience   **May'25**

- Developed and delivered **Power BI dashboards** with interactive visuals (heatmaps, slicers, drill-downs) to present downtime distribution by factory location and equipment type and aligning insights with forensic audit standards.
- Utilized **Python (Pandas, NumPy)** and **SQL** to analyze 100,000+ operational records from factory equipment logs, identifying downtime patterns, root causes, and outliers, resulting in a 15% improvement in asset utilization by flagging high-risk device clusters.
- Performed **data cleansing, anomaly detection**, and statistical modeling (Z-score, IQR methods) to pinpoint inefficiencies across 20+ device types and 5 factory sites, enabling **reduction in mean time-to-repair (MTTR) by 12%**

Quantum Data Analytics Virtual Experience   **May'25**

- Analyzed **260K+ transaction records** and **72K customer profiles** using Python (pandas, matplotlib, seaborn) and SQL, uncovering 4 key customer segments and identifying a 12% gap in sales performance across regions, enabling data-backed recommendations to refine commercial strategy in the retail and FMCG sector.
- Applied customer segmentation and **RFM analysis** to categorize high-value customers, driving a potential 18% increase in retention through targeted loyalty programs.
- Designed an **uplift model** and **A/B testing framework** using **scikit-learn** and **Excel**, which quantified a **9.5% lift in sales** from personalized marketing campaigns, directly influencing product targeting and promotional strategies across digital channels.

Skills

- **Business Analysis Tools & Languages :** SQL, Power BI, Tableau, Advanced Excel, Python, Statistics, Machine Learning

- **Specialities :** Data Analytics, Business Intelligence, Reporting, Automation, A/B testing, Hypothesis Building, Funnel Optimization, Web Analytics, Market Mix Modelling, Project Management, Documentation, Communication, Problem-solving, Critical thinking, Logical Reasoning, Decision Making

Projects

Data-Driven Healthcare Insights On Lowell General Hospital

- Improved Staff Performance: Analyzed data using SQL, PYTHON, Power BI, boosting staff responsiveness by around **3%**.
- Enhanced Patient Safety: Identified **a -0.79 correlation** between staff responsiveness and falls using **Python**.
- Optimized Efficiency: Built Power BI dashboards to maintain 0.97 bed occupancy rates, improving resource allocation.
- Data-Driven Insights: Used SQL and Excel to align staff performance with the 65% benchmark through trend analysis.

E-commerce Performance Optimization

- Increased quarterly sales **10x ($0.23M to $2.44M)** through customer segmentation and targeted marketing.
- Improved customer retention by 15%, recovering $5.8M from at-risk customers via **RFM analysis** and **Google Sheets**.
- Boosted repeat purchases by 20% with RFM segmentation and loyalty programs using advanced SQL.
- Expanded sales by 30% in new markets and mitigated seasonal dips, leveraging Excel and KPI benchmarking.

Apple Store Sales Analysis

- Analyzed Apple Store data using SQL to uncover trends and provided actionable recommendations to optimize sales strategies and boost revenue.
- Identified peak sales periods and high-demand products.
- Examined revenue growth patterns across app categories using SQL, identifying high-performing segments and sales opportunities.