SIDDHARTH DAGAR

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DATA ANALYST

TECHNICAL SKILLS

- **Languages**: Python, Excel VBA, SQL, DAX, HTML
- **Libraries** : Pandas, NumPy, MatPlotLib, Seaborn
- **Database**: MySQL
- **Visualisation Tools** : Power BI, Jupyter notebook
- **Analytical tools** : MS Excel (Advanced), Hadoop
- **Other**: DBMS, Data Structures, Statistics, Azure

EXPERIENCE

Data Analyst Intern at Excelerate (Project Lead)   Aug-2023

- Analysed & processed complex data sets of 11 social media advertisement campaigns for Superhero U event.
- Spearheaded the creation of an advanced Power BI dashboard that tracked and analysed crucial KPIs including reach, impressions, clicks, CPR, and CTR; leveraged data driven insights to enhance the reach by 10%.
- Recommended discontinuation of 2 ad campaigns by providing comprehensive visualisation based report to digital marketing team. Thus, reduced the total ad campaign cost by 14%.

PROJECTS

Predict election outcomes through sentiment analysis - [Python | Jupyter Notebook]

- Webscraped 10000+ tweets using tweepy API , aggregated and preprocessed the data using Reg Ex.
- Performed sentiment analysis on tweets pertaining to 4 political parties using TextBlob (NLP library).
- Implemented Naive Bayes algorithm to forecast election results .
- Created report and visualisations using MatPlotLib showcasing sentiment and seat distribution .

Supply chain Data Analysis - [Power BI | Excel]

- Built a Power BI dashboard covering different KPIs (OT, IF & OTIF) to track service levels of business at AtliQ Mart, an FMCG manufacturer with 6 months of data.
- Conceptualised critical insights which can reduce 20% of investment during supply chain expansion.

T20 Cricket World Cup Web Scraping Project - [Power BI | MySQL | Python]

- Aggregated data of 16 teams from ESPN Cricinfo using Python(webscrapping) into MySQL database. Performed ETL in PowerQuery and prepared an interactive dashboard in Power BI. Based on the insights built a formidable team with 100% win rate and 180 runs average.

EDUCATION

- **Delhi Technological University (DTU), Delhi**   Aug-2017
  - Computer Science Engineering **(CGPA-7.2)**

CERTIFICATIONS

- **Google** Data Analytics Professional Certificate
- **Accenture:** Certificate for data cleaning, modelling,visualisation and client interaction.
- **PWC**: Certificate for analysing call center trends, customer churn rates & retention using PowerBI.

NON TECHNICAL SKILLS

- **Excellent communication & Presentation skills**: Science and technology teacher & mentor at DRACS UPSC Academy (2+ years of work experience), conducted multiple seminars with 1500+ footfall.
- **Commendable Team work & Collaboration skills:** Led a 6 member team to develop yearly content and course work at Insight IAS Academy

Portfolio Website - https://siddharthdagar26.github.io/