

# TUSHAR KANT SINGH

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## CAREER OBJECTIVE

Enthusiastic individual interested in a Business Intelligence willing to establish a full-time career in data analytics with the help of BI tools which helps organizations in taking better business decisions.

## TECHNICAL PROFICIENCY :

- **Python** : Variables, Datatypes, Arithmetic & String Operations, Sets, Lists, Dictionaries, Tuples, Loops, Functions, Exception Handling, Iterators, Pandas, Numpy, Seaborn & Matplotlib,
- **SQL** : Datatypes, DQL, DDL, DML, DCL, Constraint, Primary & Foreign Key, JOINS, Data Importing & Exporting, Aggregate Functions, Ordering, Having Clause, String Functions, Date & Time Functions, Regex, Nested Queries, Views, Stored Procedures
- **Exploratory Data Analysis:** including Data Sourcing, Data Cleaning, NULL value imputation, Missing Value Treatment, Univariate/Bivariate/Multivariate Analysis, Numerical Data Analysis
- **Business Statistics** : Finding OUTLIER using Standard Deviation, Boxplot and Clustering Technique, Measures of Central Tendency using MEAN, MEDIAN, MODE. Measures of Dispersion using RANGE, Inter Quartile Range, Variance, Standard Deviation, Mean Deviation. Skewness and Kurtosis.
- **Advance Excel** : Date Time Function, Database Functions, Text Functions, Mathematical Functions, Lookup Functions, Logical & Error Functions, Statistical Functions, Formatting (Data, Custom, Conditional), Charts, Pivot Table, Sort & Filters, Slicers, Grouping, Assigning & Recording VBA Macros.
- **Power BI Desktop & Power BI Service:** Developed Power BI reports and effective dashboards after gathering business understanding and translating end user requirements. Knowledge in creating different custom **visualizations** like Line chart, bar chart, table, matrix table, area chart, scattered chart, tree map. Dough nut chart, pie chart, clustered bar chart, Area Chart, Cards & Scrollers.

## KEY SKILLS

**Technologies & Tools:** Power BI, Google Analytics, Search Console, Google Tag Manager, Google Ads, FB Ads, LinkedIn Ads, Amazon Ads, SEM Rush, Helium 10, etc.

**Reporting Tools:** Power View, Power Query, Power BI Desktop & Services

**Environment:** Windows 10, MS Office

**Designing Tools:** Snappa, Canva

## **CERTIFICATIONS & COURSES**

[https://docs.google.com/presentation/d/1GybxMaNhGHr9GWeacdWeFvP6BehjRKsEBTbeV\\_pprGk/edit?usp=sharing](https://docs.google.com/presentation/d/1GybxMaNhGHr9GWeacdWeFvP6BehjRKsEBTbeV_pprGk/edit?usp=sharing)

## **PROJECT EXPERIENCE**

1. Created End to End Churn Analysis Reports and Dashboards using Microsoft Power BI Desktop and Deployed in Power BI Server.

<https://github.com/singhtk1111/Telecome-Churn-Analysis-End2End-Project#telecome-churn-analysis-end2end-project>

2. Created and Published End to End Sales Dashboard Reports using relationship in data model, Scroller custom visual, Bookmarks, Slicers & Conditional formatting in table.

<https://github.com/singhtk1111/Sales-Dashboard-Tushar.git>

## **WORK EXPERIENCE SUMMARY**

**Duration:** Sept 2021 - Present

**Company:** Trigital Solutions Pvt. Ltd. (trigitalsolutions.com)

**Designation:** PPC & Social Media Specialist

**Duration:** Apr 2021 – Sept 2021

**Company:** Impact Marketing Service Pvt. Ltd. (impactmarketingservice.com)

**Designation:** Client Servicing Executive

**Internship Experience -**

**Duration:** Sep 2020 to Jan 2021

**Designation:** Digital Marketing Intern

## **EDUCATIONAL QUALIFICATION**

- Bachelor of Technology (2009-13) from West Bengal University of Technology. Electronics & Communication Engineering. CGPA : 8.28
- CBSE 12th – 2009 from Kendriya Vidyalaya Asansol, Percentage – 64%
- WBBSE 10th – 2007 from Asansol Arunoday High School, Percentage – 79.25%

I hereby declare that all the information given is fully correct and true.

Date:

Place: DELHI