

VYOM DEEPANSH

DATA ANALYTICS AND RESEARCH

CONTACT DETAILS

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SUMMARY

- Results-driven data analyst with 5 years of experience, recognized for rapid career progression and multiple promotions.
- Expert in optimizing processes and developing streamlined solutions that enhance operational efficiency.
- Skilled in utilizing advanced analytical tools to deliver impactful insights and create innovative frameworks.
- Brings a unique blend of creative problem-solving and technical expertise, drawing from diverse experiences in performance arts and design engineering.

SKILLS

- **Data Analysis and Visualization**
 - Python Modules: Pandas, Numpy, Matplotlib, Seaborn, Plotly
 - Other Tools: Looker Studio, Power BI, Tableau
- **Data Management and Querying**
 - Database Systems: MySQL, SQLite3, BigQuery
 - Query Languages: SQL
- **Programming and Development**
 - Languages and Frameworks: Python (Django, Streamlit)
 - Package Management: Pipenv, Powershell
- **Business and Productivity Tools**
 - Google Workspace: Sheets, Documents, Slides, AppScript
 - Google Marketing Platform: Google Analytics 4, Google Tag Manager
- **Debugging and Testing**
 - Tools: Chrome Developer Tools, Django Debug Tools, Google Analytics Debugger

WORK EXPERIENCE

- **Cognizant Technology Solutions**
 - Reporting and Data Analyst [Apr 2022 - Present]
 - Advanced from Marketing Analyst to specialized roles in MIS Reporting and Analytics through successive promotions.
 - Cleaned, extracted, and manipulated data while creating and managing robust data pipelines.
 - Utilized cohort analysis to track and compare user behavior and performance over time.
 - Streamlined data processes, performed feature engineering, and developed comprehensive reports and dashboards.
 - Designed and implemented data analysis and collection systems to enhance decision-making.
 - Diagnosed and resolved data discrepancies and debugged web analytics tracking implementations.

- **Aakarist Pvt Ltd**

- Senior Analyst [Sep 2020 - Mar 2022]
 - Collected, analyzed, and interpreted customer and marketing data.
 - Evaluated key metrics to optimize campaign performance.
 - Developed and delivered actionable insights and recommendations.
 - Tested and refined campaign and web measurement strategies.
 - Monitored digital media and marketing trends to stay ahead of industry shifts.
 - Communicated findings effectively to colleagues, senior managers, and clients.

- **WNS Pvt Ltd**

- Analyst [Feb 2019 - Sep 2020]
 - Performed data analysis in Microsoft Excel, utilizing statistical techniques.
 - Developed dashboards, visualizations, and performance reports using Microsoft Excel and Google Sheets.
 - Delivered data-driven insights and recommendations to clients.

PROJECTS

- **Financial Transaction Explorer**

- Frameworks and Technologies: Streamlit, Python, Pandas, Numpy, Plotly, HTML, CSS
 - Developed an interactive tool using Streamlit to analyze and visualize financial transaction data.

- **Portfolio Website**

- Frameworks and Technologies: Django, Python, Pandas, Numpy, Plotly, spaCy, HTML, CSS, JavaScript
 - A dynamic portfolio website developed using Django, showcasing projects, skills, and professional achievements in a visually appealing and interactive format.

EDUCATION

- **Manav Rachna International University**

- B.Tech (Aeronautical Engineering) [Aug 2014 - Aug 2018]
 - Numerical methods and optimization techniques
 - Computational fluid dynamics
 - Aerodynamics
 - Rocket propulsion
 - Continuum mechanics

CERTIFICATIONS AND AWARDS

- **Institute of Industrial Design**

- Associate in Aero Design

- **Google Digital Garage**

- Fundamentals of Digital Marketing
- Introduction to Looker Studio
- Advanced Google Analytics

- **UiPath Academy**

- Get Started with RPA Development

- **freeCodeCamp.Org**

- [Scientific Computing with Python](#)
- [Data Analysis with Python](#)

- **Indian Institue of Technology | Boeing**

- Boeing Engineering Innovation Awards